WEALTH DYNAMIX

# 7 PITFALLS TO AVOID

## WHEN BUILDING AN EFFECTIVE BUSINESS CASE

**Tempted to jump straight in and tackle your business case head-on? Before you make your case for technological investment, be sure to understand where the common pitfalls lie:**

## PITFALL 1:
### TAKING ACTION WITHOUT STRATEGIC ALIGNMENT

Implementing solutions without gaining strategic alignment can represent a fatal flaw in your business case. Rushing to get ‘something’ done is a common mistake in the fast-moving industry of Wealth Management. Focusing on what you wish to achieve and aligning your strategy to your DNA will ensure your business case is built upon a solid foundation.

## PITFALL 2:
### POOR QUALITY OF BUSINESS INPUT DATA

A credible business case requires supporting data. And ‘bad’ data can result in misleading insights, fuelling poor business decisions. To build a robust business case, it’s essential to be as accurate and thorough as possible in your estimations. This may require considerable collaboration with those who deal with the intricacies of your business when it comes to crunching the numbers.

## PITFALL 3:
### OVERLOOKING SOFT BENEFITS

It may be tempting to overlook benefits that are less easy to quantify or express in financial terms. After all, a business case should be financially driven, measurable and statistically rich. Yet, ignoring soft benefits such as client satisfaction or improved staff retention is counterintuitive when you look at how desirable they are to your business. The secret to their inclusion lies in applying metrics, reasoning and logic.

## PITFALL 4:
### FAILURE TO SCRUTINISE THE FIT OF TECHNOLOGY

Technology can seem akin to a silver bullet - a cure-all for your business ills – but it’s vital to avoid jumping straight to a solution. Taking responsibility for the solutions within your business case will ensure a healthy level of scrutiny. Validate a vendor’s claims through your own research and be sure to check for duplication and cross-over to avoid inflating figures.

## PITFALL 5:
### NOT FACTORING IN DELIVERY RISKS

Many reports exist online of digital transformation projects that have failed - even within large, prominent organisations. It happens surprisingly often. Failure can be due to complete non-delivery or because not all features are delivered or used in practice. Finding ways to mitigate these risks via adequate evaluation of the solution’s compatibility and impacts across the business, plus a matching of its core functionality to your core aims, will guard against delivery debacles.

## PITFALL 6:
### FAILING TO PROVIDE A POINT OF COMPARISON

A decision-making process that involves only one option is not much of a decision at all. It does not promote internal debate, scrutiny, or a healthy regard for risk. A valuable point of comparison in the context of a business case is often a comparison to doing nothing. Without this benchmark, it’s all too easy to think that investments in enterprise architecture are too expensive or complex.

## PITFALL 7:
### THINKING THE FINAL STEP MARKS THE END

When your business case is complete, you might think it’s time to put your feet up? Alas, our final mistake lies in thinking the end marks the end. As you arrive at your first version, it’s crucial to ensure it’s as watertight as possible. Retaining an inquisitive mindset to the very last will help you identify any shortcomings plus help you prepare for stakeholder review. It’s time to dot the i’s, cross the t’s and get ready for any question or challenge...

**Find more information about this topic in our handy e-book -**

Full of tips, wise words and insight gained from over a decade of optimising Wealth Management processes through end-to-end Client Lifecycle Management.