



Pose & Answer - Influence Strategy

Questions	Answers
What is important about this project?	
Why is this project important to do right now?	
Why is this project more important than other pressing projects?	
What problems will this project solve?	
How will this project help your colleagues?	
How will the project help your manager?	
In what ways does the business gain from this project?	
What are some positive side effects of doing this project?	
Other?	
Draft Business Case	