

# Align Your IT Business Case and Roadmap to Meet the Strategic Business Objectives

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Webinar



# Causes for IT Business Case Rejection

## Causes for Rejection: **The Path to Failure**



Lack of strategic alignment.  
Tech first over business first.



Governance and skills gaps.  
Inadequate talent, skills, and project management.



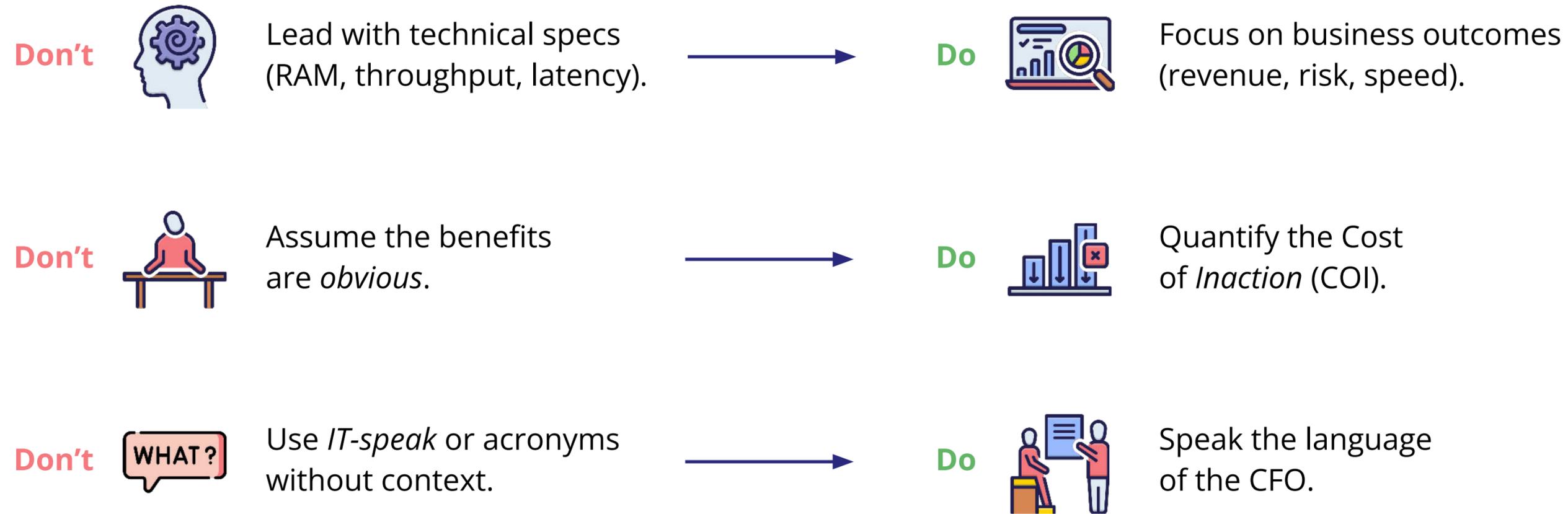
Inability to articulate the business case.  
Failure to summarise key points that matter.



Lack of executive commitment.  
Usually attributed to stakeholder engagement.

# Causes for IT Business Case Rejection

## Improve Your Narrative: The Path to Approval



# A Business Case Framework for IT Project Approvals

## Finding Context

- Alignment with Business Goals.
- Business Collaboration.
- Funding Justification.
- Stakeholder Engagement.
- Clear Actionable Plan.



# Poll 1: Your Experience with IT Approvals

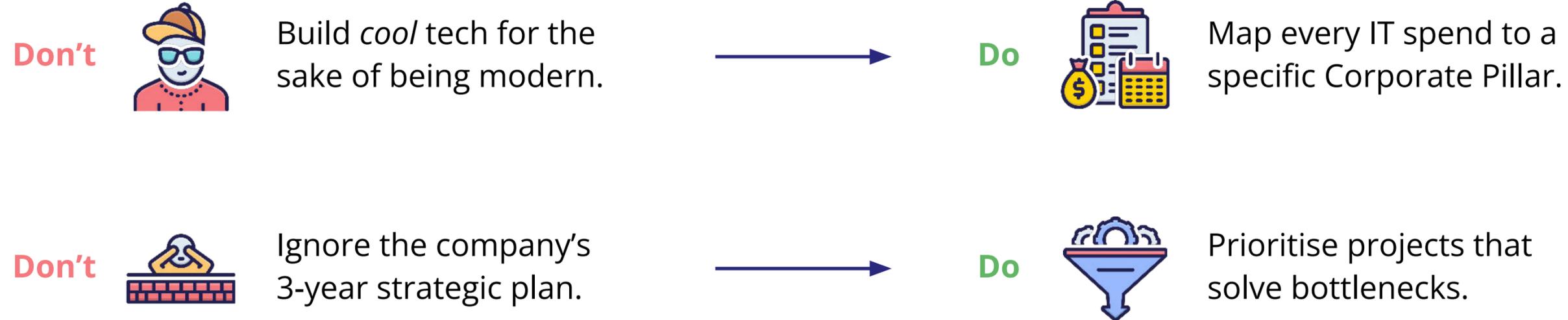
**Question:** Which of the following best describes your current experience and success rate when seeking IT business cases approval?

	Poll Summary
<input type="checkbox"/> <b>The Strategic Partner:</b> My business cases align with business goals and regularly get approved.	60%
<input type="checkbox"/> <b>The Technical Fighter:</b> I usually get approval, but it requires a long, difficult battle over technical specifications.	20%
<input type="checkbox"/> <b>The Stalled Advocate:</b> I submit cases that stall or get ghosted due to a lack of executive commitment.	0%
<input type="checkbox"/> <b>The IT Silo Specialist:</b> My projects are sometimes viewed as departmental hobbies rather than corporate necessities.	0%
<input type="checkbox"/> <b>The Newcomer:</b> I am just starting out and want to learn how to avoid the path-to-failure.	20%

# Alignment With Business Goals

Your IT Roadmap shouldn't exist in a vacuum.

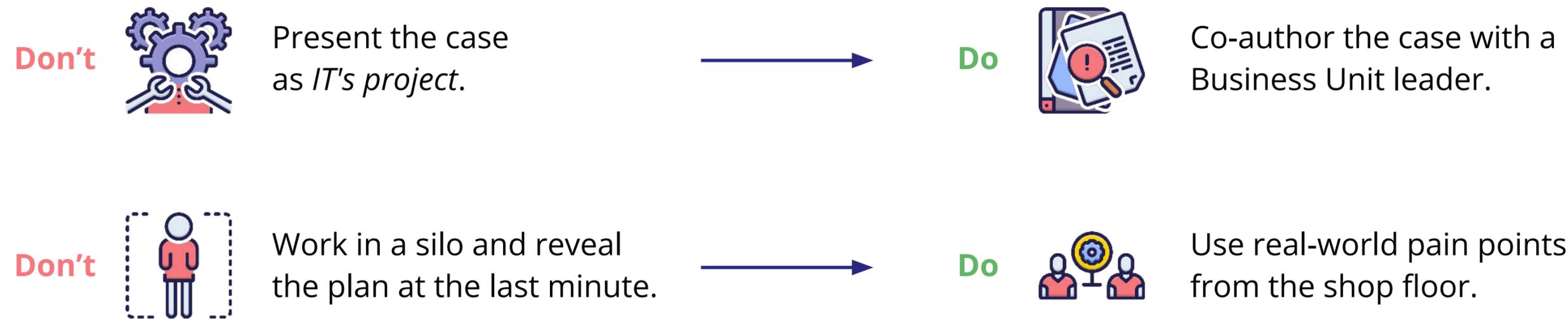
If the company's goal is *Market Expansion in APAC*, your business case should explain how this tech stack facilitates that specific growth.



# Business Collaboration

A business case written solely by IT is a red flag for stakeholders.

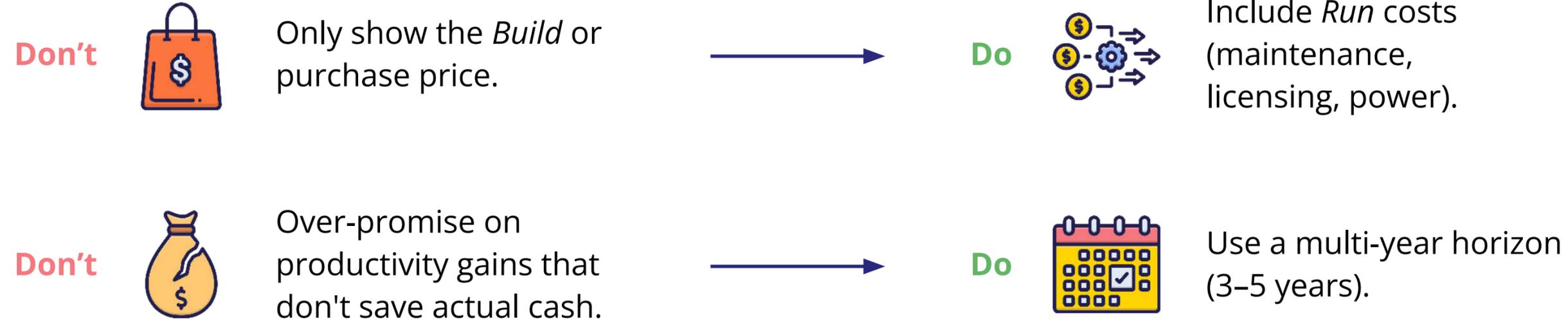
It looks like a ***departmental hobby*** rather than a ***corporate necessity***.



# Funding Justification

The CFO knows that business case figures can be massaged.

To gain trust, you need a transparent financial model that accounts for Total Cost of Ownership (TCO).



# Stakeholder Engagement

The boardroom is for the *decision*, not the *discussion*.

You should know and address every stakeholders' concerns before you walk into the room to gain consensus support.

**Don't**  Surprise a stakeholder with a budget request in public. →

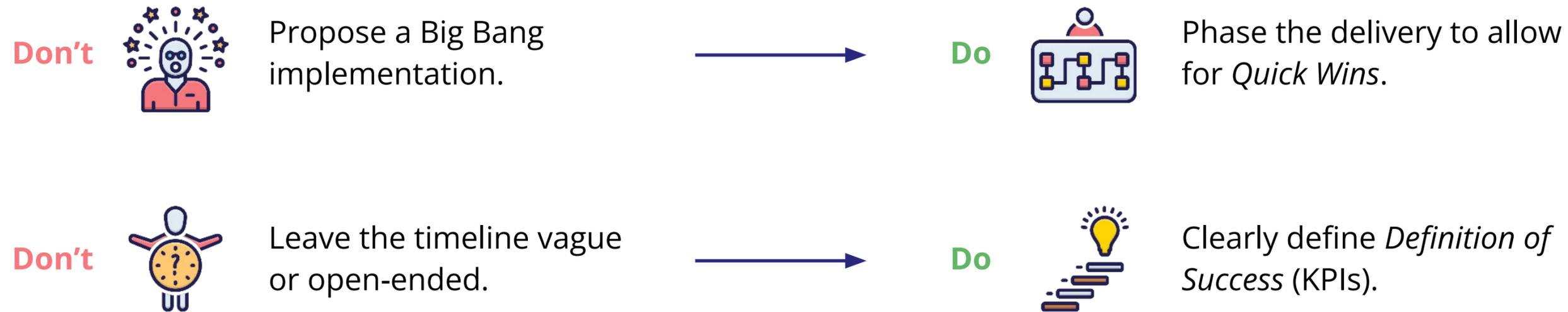
**Do**  Hold 1-on-1 pre-meetings with key influencers.

**Don't**  Treat all stakeholders as a monolithic group. →

**Do**  Address specific departmental *WIIFM* (What's In It For Me).

# A Clear Actionable Plan (The Roadmap)

Stakeholders need to see the *how* and the *when* to feel safe saying yes to your business case for IT and business expenditure.



# Poll 2: Successes vs. Red Flags

**Question:** *What is the primary reason for a business case approval or rejection?*  
*(Select all that apply)?*

## Success Drivers (Do's)

- |  | <b>Summary</b> |
|--|----------------|
| □ <b>Strategic Alignment:</b> Map IT spend to business goals.                              | 67%            |
| □ <b>Co-authorship:</b> Partner with business unit leaders to solve pain points.           | 83%            |
| □ <b>Financial Transparency:</b> Use a 3–5 year TCO model, including run costs.            | 83%            |
| □ <b>Outcome Focus:</b> Quantify cost of inaction (COI); focus on revenue, risk, or speed. | 50%            |
| □ <b>Phased Delivery:</b> Prioritise quick wins over big bang approaches.                  | 33%            |

## Rejection Causes (Don'ts)

- |   | <b>Summary</b> |
|---|----------------|
| □ <b>IT-Speak:</b> Lead with technical specs (RAM, latency) or unexplained acronyms.                      | 33%            |
| □ <b>Assumed Benefits:</b> Assume business value is obvious.  | 50%            |
| □ <b>Lack of Engagement:</b> Surprise stakeholders with public budget requests; skip 1-on-1 pre-meetings. | 33%            |
| □ <b>Vague Timelines:</b> Propose open-ended schedules without clear KPIs or success definitions.         | 17%            |

# Next Steps

## Your Action Plan

- 1. Audit the Current Queue** Review current IT projects. If they don't link to a current Business Objective, pause them.
- 2. Find a Business Champion** Identify one non-it peer and offer to solve the biggest process headache.
- 3. Refine the Narrative** Re-write your next proposal using 80 per cent business language and 20 per cent technical validation.
- 4. Prepare for Objections** Which may come from many sources. Finance, Risk, HR, or Operations. Have your narrative clear to respond to objections.
- 5. Standardise the Template** Create a *Business Case Canvas* the requires an executive sponsor's signature before IT begins the technical scoping.

# IBRS is Here to Support Your Next Business Case

Try one or more of the following:

1. **Receive a Template:**

[Inquire about a business case canvas to standardise my next proposal.](#)

2. **Strategic Review:**

[Schedule a whiteboard session to align my IT roadmap with business objectives.](#)

3. **Stakeholder Support:**

[Inquire about effective stakeholder engagement and 1-on-1 pre-meeting strategies.](#)



*Q & A*

*Submit an inquiry* or *schedule a whiteboard session*





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