**THE ‘RIGHT FIRST TIME’ NURSING BUSINESS CASE**

First of all, **RELAX**. Take a deep breath.

You are not on trial and the worst that can happen is somebody says ‘no’ to your idea. That is, of course, unlikely, because it’s a good idea and you are using this template.

The best advice is to not try to sell your idea to your organisation, but to help them buy it.

Follow these headings and insert words and numbers that you feel you can talk about honestly and openly – to anyone who asks.

1. **SINGLE SIMPLE TRUTH**

If you were at a cocktail party and somebody chinked glasses with you before saying ‘tell me about your idea’, what would you say? You don’t have hours to explain every detail and there is no accompanying PowerPoint presentation. At best you’ve got 20 seconds before they either; get it and want to know more or; they glance at their watch, yawn and politely move away. This is your 20 second pitch to explain what your idea is and why it is so important. Don’t write any more than 50 words and BE BOLD. Make a claim for the effect that your idea will have. Seize their attention.

1. **INTRODUCTION & OVERVIEW**

Well done - you have piqued their interest. That is why they are reading this bit. Maintain your momentum and enthusiasm and explain the situation / background that led to your idea being born. If something is wrong or just not the best that it could be, and your idea addresses and solves it, then that’s what you need to explain here.

Again, this is not the bit where you crack your knuckles before writing 2,000 words over cold cups of coffee at 3am. Be precise, honest, clear and, if possible, quantified (i.e. present a few numbers if you have them). Make clear the effects of adopting your idea as well as the effects of sitting in dumb incomprehension and doing nothing.

Don’t write any more than 200 words (100 would be even better).

1. **THE DETAILS**

They are now properly interested. Of course, if they are going to support your idea and agree to its adoption, then they will need to have all of the information and detail. They are covering something and that something needs variable amounts of covering depending on the size of their something! Help them to do so.

It is usually a good idea to lay out the details / numbers for the current situation and then compare them with the anticipated / expected details and numbers if your idea is accepted.

It is always a little bit tempting to boost the anticipated effect of your idea but, actually, the smart thing to do is to slightly under-play the effect. That way, when they accept your idea and the effects are even better, your genius is assured.

Don’t get carried away to details that don’t contribute to the outcome, but do try to include everything that might potentially get in the way of your idea. This might include, for example; training, health and safety, budget, suppliers, technology, IT&C and human resources. You are not expected to know everything but you are expected to reveal what you know – and propose ways around obstacles.

This is still not the moment to crack the knuckles…

1. **THE MONEY**

If they are reading this then you have nearly sold it. And as Don Cooper once said; ‘your competition is everything else your [health trust] could conceivably spend their money on’. So the money is really important and you’d be well advised to be absolutely honest here. So just lay out the cost of your idea (as best as you can) and then lay out the expected financial impact that it will have. It will be very helpful if this is positive (i.e saving money or generating it!)

If you need an extra member of your team then put down the cost of that person and then explain the positive cost impact of, for example, earlier patient discharges, improved patient outcomes, or whatever else you can monetise.

1. **THE OUTCOME**

This is what you might call ‘the close’. Be bold, be clear and make a commitment (e.g. ‘we are ready to implement this idea on (a date) and expect to deliver (an outcome) by (a date). That outcome will have the following benefits (list them).