

Case for Change Template

The *Case for Change Template* is a tool that provides the Change Manager with one place to capture all the reasons a change needs to occur. Information to complete this template will be pulled from existing documents: Scope of Work, Project Charter, and relevant background information provided by the Sponsor.

Information on this template will be used to craft communications for each relevant audience impacted by the change.

To reveal the reasons for the change answer the following questions.

<p>Background What current problems need to be solved? How did we get here?</p>	
<p>Current State Where are we now? Why is what we're doing currently not working? What opportunities are being missed?</p>	
<p>Risks of Not Taking Action What future problems are anticipated if no action is taken? What is the impact to the organization?</p>	
<p>Benefits of Taking Action What are the benefits of making the change? What is the impact to the organization?</p>	

Audience:

- Tailor the Case for Change message to the audience
- Narrow focus to 3-5 specific (most compelling) things that will resonate with that audience
 - Sponsor
 - Process Owner(s)
 - Sub-process Owner(s)
 - Directors/Managers of impacted employees
 - Impacted Employees
 - Customers

Adapted from Linkage and Bain & Company