

The Business Case for Learning

A course for turning a great learning idea into funded, approved work

Who it's for

Learning professionals, instructional designers, people leaders, and change managers who have an idea for a learning or culture investment, not a reaction to a system update or a mandated change, and need to build the case to get it funded.

Why this matters

A learning idea tied to a system change sells itself, the business already has to invest. But an idea meant to shift organizational culture, upskilling, reskilling, better onboarding, leadership development, an investment in change management or mindfulness, that's a different pitch entirely. This is for anyone asking senior leaders to invest in something that reaches across the whole organization, not one team or one system, and shapes where the culture and direction of the business are headed. The art of doing this well decides the future of the learning itself: whether it gets funded, whether it lands the way it should, and whether it lasts. That comes down to:

- **Time** — good ideas stall indefinitely without a structured case behind them.
- **Cost** — funding requests get denied or delayed when the business benefit was never clearly tied to organizational direction.
- **Quality** — even approved ideas struggle to execute well without a real proposal, team, and next steps behind them.

This course teaches you how to identify the business benefit, build the pitch, and walk away with a proposal ready to bring to your leadership.

Performance objectives

By attending this session, you'll be able to:

- Identify the business benefit of a learning or culture investment, tied to organizational direction, not just a training gap
- Build a pitch deck that makes the case for funding
- Use templates for selling your idea to leadership
- Put together the team, the proposal, and the next steps for execution

Duration: Two 4-hour sessions, held two weeks apart, with 1 to 2 hours of homework between them. The two-week gap gives you time to build your pitch deck and proposal, culminating in a practice presentation to senior leaders.

Building the business case, step by step

- **Identify** — pinpoint the business benefit, tied to where the organization is headed
- **Build** — construct your pitch deck and supporting templates
- **Pitch** — present the case for investment to your leadership
- **Team** — assemble who you'll need to actually execute
- **Plan** — map the next steps, so approval turns into action

How it's delivered: live, virtual, two sessions two weeks apart. Day one, you build your pitch deck and proposal around a real or mock idea. Between sessions, you refine it. Day two, you practice presenting it, walking away ready to pitch your own leadership for real.

Email us to get started