

Build a compelling business case

Convince your organisation to adopt SFG20

SFG20

DRIVING FACILITIES EXCELLENCE



You know SFG20 software is the right solution but getting it over the line in your organisation can be challenging. What you need is a compelling business case, and this e-guide and accompanying set of resources is here to help you gain the funding you require.

If you want to win the argument for funding, you must build a compelling business case. The questions you might be considering:

What is important to the decision makers? And how can you frame adopting the SFG20 standard as a 'no brainer'?

Adopting the industry standard for building maintenance is necessary for compliance. But what are the knock-on benefits to the wider business that might influence the board?

SFG20 can help you create a convincing business case to adopt SFG20 so that your decision makers can clearly see the benefit to them.

Common pain points for Facilities Managers and their consequences

Facilities Management Challenges	Consequences
Risk of non-compliance	If statutory maintenance tasks are not completed, the organisation opens itself up to building safety issues, risk, and potential fines. It could also have a knock-on effect to business insurance, such as invalidating policies, or premium hikes
Staying up to date with legislative and regulatory changes	Significant time spent interpreting the ever-changing legislative landscape, removing focus from managing estates and facilities
Vicious cycle of reactive maintenance	Assets break down unexpectedly, resulting in paying premiums on emergency labour and spare parts, and the associated costs and inconvenience of unplanned downtime
Insufficient maintenance budget	Inability to complete all statutory maintenance tasks or to adequately maintain assets that are critical to the organisation and would have a significant impact if they were to fail



What information do your stakeholders need?

Every organisation is different, but the key players involved in procuring FM are often:



Finance

How does SFG20 benefit the business and improve financial efficiency? This is the burning question on the mind of your finance department. To convince them, you will need to present evidence of how SFG20 improves efficiency, reduces financial risk (i.e. penalties and fines), and focuses resources in the right areas to ensure facilities are safe and legal.

Board of Directors

How does SFG20 align to the strategic and financial objectives of the organisation? Showcasing how SFG20 can improve operational effectiveness and efficiency to generate a greater return on investment is critical. Strategically, the board of directors need to position the company for growth and protect the company from compliance risks and competitive threats.

IT

How does SFG20 integrate with current and future operating systems within the business? As a software solution the other decision makers may look to those with technical expertise to provide an opinion of the solution. With responsibility for cybersecurity and data protection, IT can act as a gatekeeper for SFG20 procurement. Integration compatibility of new software is also a key consideration to ensure it can seamlessly work with existing systems to enhance overall efficiency. They will want to know whether your supplier has a strong ISMS (information security management strategy), and that their support SLAs are sound.

Procurement

How does SFG20 compare to other solutions? You will need to show benchmarking against alternative solutions, showing SFG20 offers superior features and represents the most cost-effective option for the business. If you work in a large organisation you may need to evidence that a supplier has certain policies in place, for example, anti-slavery or bribery and corruption.

Facility Directors

You might be the Facilities Manager but need to convince the Director of Facilities that SFG20 is the right solution. How does it improve your compliance with legislation? SFG20 is the industry standard for building maintenance. Illustrate the volume of updates that are applied every year to the standard – in the last 12 months there have been more than 700 schedule updates. To be efficient, it makes sense to outsource the significant responsibility of keeping on top of legislation and regulation and adjusting your maintenance plan to align with the legal landscape.

Finding the common interest

Your stakeholders have several objectives in mind, and shaping your business case around them maximises your chances of success:

- **Reducing risk & achieving compliance** – Achieving compliance is ultimately about keeping your building safe and legal which protects the organisation.
- **Operational efficiency** – A clear understanding of where to focus resource ensures operational efficiency, coupled with streamlining and removing waste from processes which enables higher productivity.
- **Supporting the wider strategy** – Making the business fit for purpose for the future by enhancing collaboration, digital transformation, and continuous improvement. Ultimately this drives growth for the business.
- **Saving money** – Implementing a value for money solution helps the organisation maximise its return on investment. Minimising cost and maximising savings is a common driver for every organisation.

To persuade your key stakeholders you must address these concerns.

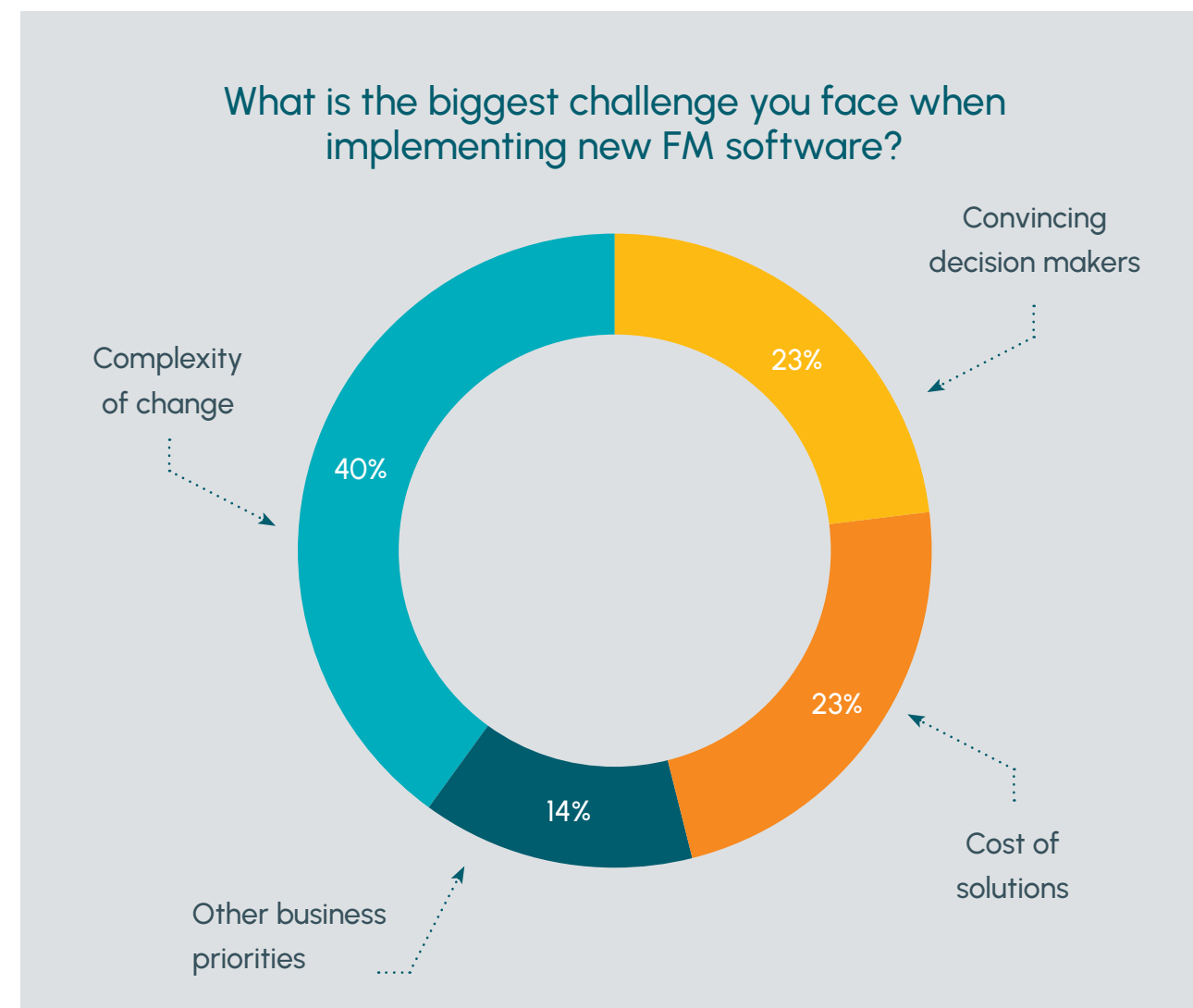


What are the biggest challenges that organisations face when implementing new FM software?

Implementing something new in an organisation is never easy. To understand the challenges faced by FMs when implementing new software in their business, SFG20 surveyed the industry. Specifically, we asked:

What is the biggest challenge you face when implementing new FM software in your business?

The results show:



The biggest challenge for organisations in implementing new FM software is the complexity of delivering change. In some ways implementing a new software comes with people having to alter their ways of working. SFG20 have put steps in place to help organisations with this transition:

- On signing the contract, you receive instant access to SFG20 – there is no delay to getting started.
- SFG20's API solution allows quick and easy integration with your FM systems, eg CAFM and CMMS providers.
- The software solution, Facilities-iQ, has a simple interface which is fast and easy to use, with user training included in the licence fee, helping you transition into business as usual.
- Once a maintenance plan has been created it can be shared via a secure sharing link, enabling all collaborators to access maintenance tasks.

To help you navigate challenges organisations face when implementing new FM software, we have addressed these in the [written business case document](#) and [presentation templates](#). This will help stack the odds in your favour of success when influencing stakeholders. In addition, we have created a [cost savings calculator](#) which can be used as a valuable tool when thinking about the potential time (and cost) savings your organisation could benefit from by procuring your maintenance guidance from SFG20.

With your forecasted savings figure against your current maintenance costs, you will be able to outline your cost, among a variety of other benefits that you will receive.



FACILITIES-IQ

NEW from SFG20, Facilities-iQ, a new smart software solution to intelligently manage your building maintenance compliance. The best way to access and use SFG20, the industry standard for building maintenance.

4 additional ways SFG20 can help you save money

By relying on SFG20 to stay on top of legislation for you, you can reinvest the time saved in applying the standard correctly, thereby adding strategic value to your business.

1.

SFG20 task frequencies help users understand the appropriate level of maintenance for an asset, ensuring they are neither under, nor over-maintained, which can result in cost savings.

2.

Well managed assets have been proven to use less energy (real life examples are included within the PowerPoint template and can be used when presenting your business case).

3.

SFG20 users can save money by understanding which tasks are statutory and which are not. This allows resource to be focused accordingly to keep organisations safe and legal.

4.

SFG20 tasks contain skillsets. Some tasks can be performed in house, with little or no training, resulting in cost savings v. outsourcing the work.

4 steps to prepare a compelling business case

Step 1

From the resources pack, select the relevant "Building a compelling business case" templates. [Word](#) and [PowerPoint](#) templates are available.

Step 2

Follow the guidance in the templates to edit and tailor the content as necessary to suit your specific organisational needs and audience. In the presentation slides, prompts have been placed into the 'speaker notes' to help you draft a narrative.

Step 3

Use the [SFG20 cost saving calculator](#) to estimate how much money you can save by outsourcing expertise to SFG20. Paste the result into your business case proposal document.

Step 4

In the [PowerPoint template](#) slides you will find a selection of testimonials and case studies from the appendix slides. Select the appropriate testimonials and/or case studies that will help you convince your stakeholders to make their decision.

7 principles to present a business case successfully

Principle 1

Your slides are not for you.
They are for your audience

The slides are designed to help your audience understand the key benefits. The slides are not your prompt. If something does not help your audience understand, do not include it in your slides. This means less text on slides, more images, and an engaging structure.

Principle 3

Be clear not clever

Your main goal is to persuade your stakeholders that SFG20 is worth the investment. Using technical jargon removes clarity in your ask and risks leaving your audience confused. If they are confused, you will not reach your desired outcome.

Principle 2

Why should your stakeholders care?

Open with the current problem in how you are currently managing your facilities – showcasing costs, any compliance issues, or wider disruption to the business. Outlining issues, or 'why your stakeholders should care' is the way to capture their attention right from the start. Everything throughout the presentation needs to look through this lens. If you don't speak directly to what they want, you reduce your chances of reaching your desired outcome.

Principle 4

Less is more

Saying more does not make your audience understand more. Nail down your key points and specific ask to one sentence each. Being longwinded in your message can mean you don't reach your desired outcome.

Principle 5

Showcase results

People tend to be outcome focused. People want to know the tangible benefits they will receive as a result, not just that it is a good idea. Include your forecasted outcomes if you adopt SFG20.

Principle 7

Don't throw away your close

Most people throw away their close when presenting a business case with something like 'that's everything I had to say'. This undoes the hard work you put in when delivering the key information. Have a specific call to action to help get the decision you need. The feeling your audience have at the end of your presentation is the feeling they take away. The feeling you want to evoke is, 'We need SFG20'. Come up with a purposeful question to handover to your key stakeholders once you have presented the business case. This increases your chances of a successful outcome.

Principle 6

Show the alternative position

If you don't adopt SFG20 what is the position you will be in? Showcasing this after the potential results makes it a no brainer for your key stakeholders.

**Download the
resource templates
to get started
on building your
business case:**

- ↓ [Writing Your Business Case Report - Microsoft Word Template](#)
- ↓ [Presenting Your Business Case - PowerPoint Template](#)
- ↓ [SFG20 Cost Savings Calculator](#)

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Demo Facilities-iQ with one of our experts today



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[SFG20](https://www.linkedin.com/company/sfg20)

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