The following is suggested email text for announcing the Business Case Development Café. Feel free to customize the invitation for your organization. For any bracketed text […], insert text appropriate to your organization and the Café you plan to offer.

**Business Case Development**

Subject: Harvard ManageMentor Business Case Development Café

Once you understand how you help your business execute its strategy today, you can identify opportunities to improve its strategic position in the future. Whatever your ideas for improvement are, you stand little chance of getting support, including funding, unless you make a strong business case.

To improve your effectiveness in defining, implementing, and pitching a business case, join us for a Business Case Development Café session, a learning opportunity sponsored by [sponsor] and based on material from Harvard ManageMentor. The Café will be led by [facilitator name and job title]. This hour-long session is scheduled for [date, time, web conference information or location]. The Café will help you to define opportunities and generate alternatives, verify implementation plans, and target the pitch to sell your business case to decision makers.

Before attending the Café, please complete the following seven lessons and the online comprehension assessment in the Harvard ManageMentor Business Case Development topic [LINK to Harvard ManageMentor Business Case Development topic]:

* Understand Business Cases
* Define the Opportunity
* Explore Options
* Analyze Alternatives
* Assess Risks
* Create an Implementation Plan
* Communicate Your Case

In addition, please complete and have available the following:

* “Worksheet for Defining an Opportunity and Generating Alternatives” in the “Define the Opportunity” lesson of the Harvard ManageMentor Business Case Development topic
* “Understand Your Audience” practice activity in the “Communicate Your Case” lesson of the Harvard ManageMentor Business Case Development topic

Please feel free to contact [sponsor] if you have any questions about the pre-work assignment or the Café session.

Thank you. We hope to see you on [DATE],

[NAME OF PERSON OR GROUP SENDING THE EMAIL]