

TEMPLATE

Making the internal case: a one-pager for the decision round

You've tested it and you're convinced — now you have to explain it. A skeleton for a single sheet, the numbers to fill in, and the four questions that will definitely come up.

Between “this tool is good” and “we’re rolling it out” sits a conversation that you have to have, not us. It usually takes ten minutes, often standing up, and the person across from you has their head somewhere else.

This sheet is built for that. Not a slide deck — one sheet you fill in, forward, or put on the table.

The skeleton

Five blocks, two or three sentences each. Write more and you lose the room.

1 · What we’re stuck on today A specific incident, not a condition. Not “our documentation is out of date”, but “at the last audit we spent three days working out what actually applies” or “when [name] left, nobody knew how the approval worked for two weeks”.

2 · What I tested What you actually did in those 14 days. Number of processes, number of people involved, how long the first one took. Honestly — including what was awkward.

3 · What came out of it The result, not the feature. “The 2023 work instruction was a workflow with roles after four minutes” beats any feature list.

4 · What it costs The plan price, not the per-user price (see below). Plus the time your team really has to put in.

5 · What I propose One sentence with a date. “We start with the eight core processes in sales and review it at the end of [month].” A decision, not a matter of principle.

Numbers you can fill in

- **Price:** from €7.95 per user and month billed annually. Every plan includes 25 users — so entry sits at **€198.75 per month**. Quote that figure, not the small one: someone who hears the per-user price and later sees the invoice wonders what else you left out.
- **Trial:** 14 days, no credit card, no Microsoft admin. Ends automatically.

- **Who does the work:** a typical company has around **four people who maintain** and many times that number who read. That is the strongest answer to “so everyone has to join in” — they don’t.
- **Time to productive:** days, not quarters. No rollout project, no BPMN training.
- **Data:** hosted in the EU, ISO/IEC 27001 certified, no AI training on your content, DPA for business customers.

The four questions that will come

“Don’t we already have Confluence / SharePoint / Visio for this?” You do — and that stays. The difference isn’t the filing, it’s the finding and the keeping current. A wiki is a blank page: only as good as you maintain it, and just as quick to go stale. If the question is asked in earnest, bring the direct comparison.

“What does this really cost us?” The plan price above, plus your internal time, honestly. Set against it what today’s situation costs: search time before audits, onboarding, knowledge that walks out with people. Don’t dress anything up — a number that sounds too good kills the credibility of the whole sheet.

“So who maintains it?” The most common blocker, and the one with the best answer: a small group maintains, everyone else reads. Name who that group would be and how much time you’re budgeting.

“And if it doesn’t work out?” Monthly billing can be cancelled monthly; annual contracts run for a year with three months’ notice before renewal. Processes can be exported as PDF at any time. Say it unprompted — it takes the sting out of the question.

One line to forward

If you can only send a single line, use this shape:

I tested [tool] for two weeks and got [specific result] out of it. Cost: [figure] per month for 25 users. I suggest we start with [area] and review at the end of [month]. Details in the attached sheet.

The most common mistake: talking about features too early. Nobody in that room wants to know how modelling works. Everyone wants to know what it costs, who does it, and what happens if it goes wrong.