1. Copy and paste the below email draft, customize the parts in [red].
2. Customize and attach the [Business Case for Business Analysis](https://www.iiba.org/globalassets/about-iiba/corporate-advocacy/files/business-case-for-business-analysis.docx) to your email.
3. Send the email to your leadership.

Subject: Advancing Business Analysis Capability is a Good Investment

Hello [Name],

Business analysis is key to enabling change that drives project and business success. I’ve attached a business case to quantify the impact of advancing business analysis capabilities through IIBA’s Global Corporate Program. It will also focus on direct costs-benefit analysis and actual return on investment.

This business case addresses the need for [Organization] to:

* Reduce Cost
* Deliver Value
* Increase ROI

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*“Since joining IIBA’s Global Corporate Program to support business analysis capability practice, North Highland has experienced an 18% improvement in employee engagement and has seen a 45% increase in business analysis upskilling and certification preparation.”
-* ***Scott Rainey,*** Vice President, North Highland Worldwide Consulting

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I recommend we align our business analysis practices with the global standards of IIBA. IIBA is the global thought leader and voice of the business analysis community. IIBA works to maintain global standards for the ongoing development of the business analysis practice and certifications. With the standards and resources provided through IIBA’s Global Corporate Program [Organization] can advance business analysis capabilities and empower teams to create business impact.

A few of the distinct benefits we would gain are:

* Increase consistency, efficiency, and effectiveness through standardized methodologies with enterprise access to the *Business Analysis Body of Knowledge®(BABOK*[*®*](http://www.iiba.org/BABOK-Guide.aspx) *Guide) and Agile Extension to the* [*BABOK® Guide*](http://www.iiba.org/BABOK-Guide.aspx)
* Accelerate career progression and align professional development with business needs with a corporate license to the *Business Analysis Competency Model*
* Engage in a community of like-minded leaders for knowledge sharing and networking opportunities through the *IIBA Community Network and IIBA Corporate Leader Webinars*
* Gain exclusive insights and resources through the [*Global Thought Leader Program*](https://www.iiba.org/get-involved/thought-leadership-program/) and [*Online Digital Library*](https://www.iiba.org/professional-development/knowledge-centre/digital-library/) of over 11,000+ publications

Please review the attached business case and IIBA’s Global Corporate Program brochure for further details on why investing in advancing business analysis capabilities will be a worthwhile investment for the company. After you review, I can arrange for a meeting with a Corporate Program Manager at IIBA to discuss how their program can help us reach our goals.

Thank you for your consideration,

[Signature]