



IPT Workbook 1

## Identify business need

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### Workbook

Step	Process	Culture and activities	Tools and techniques
1.0	<b>Identify a business need</b>	<p>This is a question that needs a solution. It is the objective that will provide the business benefit if it is delivered. If it is defined in facility terms it has already been translated; for example "we need to establish a new branch in West London" is a business need, "build an office block for 50 people" is a solution, which can have a variety of alternatives (e.g. leasing space for an initial 20 with a growth option to 50 over 4 years).</p> <p>The industry is very adept at delivering solutions but the maximum benefit can only be attained by delivering the right solution at the right time and this can only be achieved by fully understanding the business need, its constraints and benefits.</p>	<p>For further guidance on defining the business need see the following:</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">  <p>The Building Down Barriers Toolkit- Tool A1, <i>Developing the Strategic Brief</i></p> </div>
1.1	<b>Business defines high-level need</b>	<p>It is the responsibility of the client cluster to determine the business need to be delivered.</p>	
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