

## PROMPT: Executive-Ready Business Case for IAAP Summit Attendance (Concise Version)

You are an executive communications strategist and financial analyst.  
Draft a concise, executive-ready business case for my attendance at the IAAP Summit (<https://iaap-summit.org/>).

Audience: [Insert decision-maker: Manager, CFO, Executive Leadership, or HR]

My Role: [Insert your title]

Organization Type/Industry: [Insert industry]

Company Strategic Priorities: [Insert 2–4 priorities]

Total Estimated Investment: \$[Insert total cost]

### Output Requirements

Write a **concise executive business case (500–700 words maximum)** focused on approval decision support. Prioritize clarity, financial justification, and business impact. Avoid filler, generic benefits, or excessive detail.

Structure the document with the following sections:

#### 1. Executive Summary (Approval Recommendation)

Brief paragraph stating the request, cost, and clear business justification tied to company priorities.

#### 2. Direct Business Impact (Top 3 Outcomes Only)

Focus on the 3 most relevant outcomes from attending, such as:

- Operational efficiency improvements
- AI and automation adoption
- Cost savings or productivity gains
- Improved decision support or leadership effectiveness

Explain how each outcome will impact the organization.

#### 3. Estimated ROI and Financial Impact

Provide a simple, conservative ROI estimate including:

- Time savings estimate (hours/month)
- Financial value of reclaimed time
- Payback period estimate

Include a small table showing:

Investment | Monthly Value Created | Payback Period | Annual ROI %

Use realistic, conservative assumptions.

#### **4. 30–60–90 Day Application Plan**

Brief bullet points showing how knowledge will be applied immediately to create measurable value.

#### **5. Approval Request**

Short closing paragraph requesting approval and reinforcing expected business return.

### **Writing Style Requirements**

- Write for a busy executive audience
- Be concise, direct, and business-focused
- Prioritize financial and operational impact
- Avoid generic professional development language
- Avoid unnecessary explanation or theory
- Every section must support the approval decision

The final output should read like a clear internal approval memo that can be reviewed in under 3 minutes.

## **Output Example Business Case for IAAP Summit Attendance**

**Investment Request: \$2,500**

### **1. Executive Summary (Approval Recommendation)**

I am requesting approval to attend the IAAP Summit, the leading conference for executive and administrative professionals, with a total estimated investment of \$2,500. This investment directly supports our firm's strategic priorities of process improvement and cost reduction. The Summit focuses on operational efficiency, workflow optimization, and practical applications of AI and automation in administrative and legal environments. The expected outcome is measurable time savings, reduced administrative friction, and improved operational support to leadership. Conservative estimates indicate the investment will pay for itself within 3–5 months through efficiency gains and productivity improvements.

## **2. Direct Business Impact (Top 3 Outcomes Only)**

### **1. Operational Efficiency Improvements**

The Summit provides hands-on training in process optimization, workflow redesign, and elimination of redundant administrative tasks. By applying these methods to calendar management, internal coordination, document preparation, and communication workflows, I can reduce time spent on repetitive administrative work.

Impact on the firm: freeing executive support capacity allows faster turnaround on client matters, improved responsiveness, and reduced bottlenecks that delay decision-making.

### **2. AI and Automation Adoption in Administrative Workflows**

Sessions focus on practical use of AI tools to automate scheduling coordination, document drafting, meeting preparation, and information synthesis. These are high-frequency administrative tasks that currently require significant manual effort.

Impact on the firm: automating routine work reduces labor time, increases accuracy, and allows greater focus on higher-value executive support activities such as operational coordination and strategic initiatives.

### **3. Cost Savings Through Increased Administrative Productivity**

Improving efficiency reduces the need for additional administrative support and lowers the risk of costly inefficiencies caused by delays, missed follow-ups, or manual errors.

Impact on the firm: greater productivity from existing staff improves operational leverage without increasing headcount or overhead.

## **3. Estimated ROI and Financial Impact**

Conservative estimate based on reclaiming 10 hours per month through process improvements and automation.

Assumptions:

- 10 hours/month saved
- Administrative value rate: \$50/hour
- Monthly productivity value: \$500
- Annual value created: \$6,000

Investment	Monthly Value Created	Payback Period	Annual ROI
\$2,500	\$500	5 months	140%

This estimate excludes secondary benefits such as faster executive response times, improved coordination efficiency, and reduced operational friction, which further increase overall value.

#### 4. 30–60–90 Day Application Plan

##### First 30 Days

- Identify 3–5 administrative workflows suitable for automation or optimization
- Implement immediate efficiency improvements in scheduling, meeting preparation, and internal coordination
- Begin applying AI tools for document drafting and summarization

##### Days 31–60

- Standardize improved workflows and templates
- Reduce time spent on repetitive administrative tasks
- Document measurable time savings and operational improvements

##### Days 61–90

- Expand automation to additional administrative and coordination workflows
- Provide leadership with improved decision-support materials faster and with greater clarity
- Deliver sustained operational efficiency gains

#### 5. Approval Request

The IAAP Summit represents a targeted investment aligned with our firm's priorities of improving efficiency and reducing operational costs. With a conservative payback period of five months and an estimated annual ROI of 140%, this investment will produce measurable and ongoing operational benefits. Approval of this request will enable immediate implementation of efficiency improvements that increase productivity, reduce administrative friction, and strengthen executive operational support.

**Created by Summit Speaker, Kristy Murray of Fusion AI Consulting.**