




# Build Your Own Business Value Story

## Example Workflow

 <b>Step 1</b>	<p><b>Identify an activity your team tracks using one of the examples or real life metric</b></p> <p><i>Example: 500 incidents recorded last quarter</i></p>
 <b>Step 2</b>	<p><b>Identify relevant business outcome, select the value metric and calculate value</b></p> <p><i>Outcome: One of the recorded incidents prevented a gun-related threat at the Tampa retail location</i></p> <p><i>Value metric: Potential revenue loss avoided \$1,500,00</i></p> <ul style="list-style-type: none"><li>- <i>Estimated store downtime: 6 hours</i></li><li>- <i>Store's estimated hourly revenue: \$250,000</i></li><li>- <i>(6 hours x 250,000 = 1,500,00)</i></li></ul>
 <b>Step 3</b>	<p><b>Draft your executive narrative to tell the business impact story by adding context</b></p> <p><i>By successfully de-escalating a gun-related threat at our Tampa retail location, our security team prevented an estimated 6-hour store closure, protecting approximately \$1.5M in revenue while ensuring customer and employee safety.</i></p>

# Business Value Framework

Resilience | Risk Reduction | Cost Savings | Time Efficiency



## Activity

Pick one activity or action that your team tracks



## Value analysis

Define business outcomes and determine the value



## Executive narrative

Tell the business impact story  
“What's the so what?”



**Tip:** Use a repeatable “executive narrative” format

By **[security program action taken]**, security **[specific outcome]**, creating **[\$ value]** in **[business benefit]** while reducing **[specific risk]**.