THE NOSE FRAMEWORK

The NOSE framework is an excellent tool for making strategic recommendations. Rather than diving straight in with the solution, it encourages us to spell out how we meet the stakeholder’s needs and showcase the results that we know we can deliver.

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Over the page is an illustration from a new finance director in a medium-sized business. They are recommending an improved process for budget forecasting.

**Exercise:**

What recommendation would you like to make to senior management, a client or partner? Perhaps a new way of working, additional resource or more budget for a new project.

Complete the template below and **send it to Sarah by Thursday 7 July**, ideally using a real scenario for a real suggestion.

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| **Needs** |
| * Forecasting process that can scale to match the size the business has grown to
* Buy in and trust from all major stakeholders
* Data that allows for forward planning and future growth
* Confidence in accuracy and reliability of data
* Sharing of information and better methods for gathering input
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| **Outcomes** |
| * Increased transparency of process and numbers
* Growth in feeling of ownership from stakeholders
* Greater confidence in planning, looking at a 3-, 6- and 12-month horizon
* Less labour-intensive process with fewer opportunities for error
* Reduce version control issues
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| **Solutions** |
| * Implement weekly forecasting cycle with defined checkpoints and deadlines
* Involve senior stakeholders across each business area to benefit from their expertise and client knowledge
* Establish weekly forum to discuss forecast with main stakeholders, welcome questions and find a group consensus
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| **Evidence** |
| * From my discussions with leadership team members and other senior staff, I can see there is an appetite for greater transparency and to be more involved with forecasting
* From experience in my previous organisation, creating a culture of openness and discussion around forecasting builds trust and a feeling of mutual responsibility
* Industry standards highlight the importance of a robust, detailed forecast to support business objectives and growth
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NOSE TEMPLATE

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| **Needs** |
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| **Outcomes** |
|  |
| **Solutions** |
|  |
| **Evidence** |
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