



Emmre Business Case Template

To propose utilizing Emmre to improve productivity through funds from your employer.

- Below is general information that may be a good starting point for your request. Personalize it and add items you know of that are compelling and will help your case.

Creating a business case for your Executive shows commitment and passion. Whenever someone took the time to pull something like this together, I took it very seriously because I could see that they took it seriously. Thank you for your interest in Emmre – I hope the platform we've built provides tremendous value to you and your strategic partnership.

- Don Harms, Founder & CEO of Emmre

(Month, Date, Year)

(Executive or Manager's Name),

I'm writing to let you know about a new software tool developed specifically to help executives and executive assistants work better together. It is called Emmre. I am always looking for ways to provide more value and help us improve. I believe Emmre could be a helpful tool for achieving our goals.

Investment:

Before I tell you about the software and how I believe it could help us, I want to let you know what the investment would be so you have that context as you continue.

Emmre would be \$14 per month for both of us to use.

Emmre:

Emmre was developed by an executive and his assistant to tackle some of the challenges they faced as they were trying to maximize their partnership.

It is all about visibility, productivity, communication, & collaboration. Its core features are messaging, task management, question management, executive briefings, and daily task prioritization.



Messaging

- Emmre would provide a private, dedicated channel of communication for the two of us.
- In general, it is similar to other communication, messaging, or chat tools, but it is much more powerful with all the other core features fully integrated into messaging.
- Here's what Don Harms (founder/CEO of Emmre) said about the need for a specific channel of communication with his EA.
 - "Before Emmre, I used Slack with my EA. Slack is a great tool, but oftentimes I would have 20 or 30 unread messages, even after I just looked at my messages an hour ago. The problem was that I didn't know if any of those messages were critical messages from my EA or if it was a GIF train welcoming a new team member. With Emmre, when I see an unread message badge, I know it's from my EA. I can look at it, reply if necessary, and get back to what needs to be done without getting caught up in the mess of unread Slack messages."
- I believe having a specific channel of communication would be very helpful as we communicate. It would cut through the noise of other channels, helping ensure we can stay focused and be as responsive as possible.

Task Management

- Emmre has a powerful task management tool that would allow us to sort and prioritize our tasks. But what I like most about it is that it is fully integrated with messages and would allow me to manage as much of your task list as you'd like...
 - Shared Task List: We would have visibility of what we are both working on. Since our list is shared, I could take the load of managing your list by adding necessary details, getting things started, or even completing them for you.
 - Convert Messages to Tasks: We can convert any message to a task and it would automatically be put on our task list. This allows you to just send me something that needs to be done and I can simply convert it to a task. Emmre would notify you that I converted the message into a task so you wouldn't have to worry about it getting done. It would automatically put it on my task list, too, so I wouldn't have to manually copy these messages to my to-do list anymore.
 - Send Tasks Through Messages: You could also send a task through messages directly to me and you would know it automatically made it onto my task list. I love that this could give you more peace of mind when you ask me to do something.

Question Management

- Emmre would make it easy for me to send you questions with pre-populated answer choices so you could quickly and easily answer questions removing any roadblocks and helping me to keep moving forward with tasks & initiatives.
 - Easy-to-answer Questions: Emmre would allow me to create Yes/No, Multiple Choice, or Open-Ended questions that I could send you via Emmre messages. These questions could be answered with a simple 'click' because I would be able to add pre-populated answer choices. You could simply pick the best answer (or write in your own). I would be notified of your answer and know how to proceed.
 - Questions In One Place: Emmre would compile all questions I send you into a single place – if you've had a busy day of meetings and I've sent you multiple questions throughout the day, you could see all the questions compiled in a single place without having to dig through chat threads, text messages, or your inbox to find all the questions.



Executive Briefings

- Emmre would enable me to create powerful executive briefings providing visibility of deadlines, upcoming tasks, decisions, completed work, & other critical updates.
 - Critical Visibility to Stay in Sync: You would get a condensed update with visibility into work that's been completed, upcoming tasks & deadlines, decisions that need to be made, questions to answer, and other critical updates. It would help us stay in sync and keep track of the important moving pieces.
 - Interaction & Feedback Loops: The Executive Brief keeps you apprised of important information and you can quickly answer questions and add comments to items directly on the Executive Brief. As you interact, I would get notified of your answers and comments allowing me to move forward on critical tasks.

Daily Task Prioritization

- Emmre's 'My Day' feature was created to help eliminate overwhelming to-do lists. I believe this feature could really help us prioritize and focus on what's most important to accomplish each day.
 - Plan Your Day: My Day is an interactive process that allows you to work through all of your tasks and select which ones need to be prioritized for the current day. When finished, you can focus on just that list rather than a long, overwhelmingly full list of tasks.
 - Once you've completed your "My Day" I would have visibility of what you've prioritized. No need for you to communicate what you need to get done that day. I could immediately jump in and help you. This process would ensure that I'm not guessing about your priorities and would allow me to focus on what you are focused on.

I know you have made a significant investment in me as your Executive Assistant. My goal is to help you do more of what only you can do. I believe that the better we collaborate, the better your investment in my role pays off. I've watched this testimonial video highlighting how another EA is using Emmre to benefit her executives. Here's the link to the testimonial if you'd like to see it too: www.emmre.com/testimonial

I know even a small investment of \$14 a month should not be taken lightly, so I commit to using Emmre well and ensure we get the benefit from it. Emmre wouldn't require us to sign a long-term contract – so we wouldn't be locked into an annual contract.

I can create and set up our account and enter all your tasks to ensure everything is in place before inviting you.

In addition to being available on the web, Emmre was designed for busy executives & EAs working on the go. They offer native Android and iOS apps – so you can fully utilize Emmre on your phone or your computer.

To learn more about Emmre and see how it can help us work better together, visit www.emmre.com.

I believe this is a worthwhile investment in our strategic partnership and that the time saved and efficiency gained by using Emmre will far outweigh the investment. I'm thankful for your consideration and would appreciate your approval to get started optimizing Emmre for our partnership.

Sincerely,
(Your Name)