

Develop an effective Business Case

Duration 2-day

Course Description

Writing and presenting an effective business case is a crucial skill for project managers, senior leaders, consultants and executives,

A well-constructed business case is crucial for guiding strategic decisions, ensuring resources are allocated effectively, aligning projects with organisational goals and improving the deliverability of the initiative, maximising value for the organisation.

Through this course participants will learn the essential components of a persuasive business case, from developing a compelling case for change, engaging effectively with stakeholders, through to understanding the role of options analysis. Participants will also gain an understanding of investment appraisal techniques as well as understanding benefits realisation and evaluation.

Participants will have access to a business case template to work through in the course

Outcomes

- Identify the need for a business case
- How to establish an effective case for change
- Engage appropriately with stakeholders
- Identify quantitative and qualitative, benefits, costs and risks
- The role of cost benefit analysis (CBA), financial analysis (FA) and multi-criteria analysis (MCA)
- How to present the case through structure and storytelling
- Develop a compelling pitch for the case
- Develop an implementation plan

Key Content

- Establishing the case
 - Problem Definition
 - External assessment
 - Internal assessment
 - Stakeholder analysis
 - Establishing objectives and measures
- Solutions / Options analysis
 - Identifying options (long list)
 - Articulating high level costs / benefits and risks
 - High level prioritisation



- Cost Benefit Analysis
 - Understanding investment appraisal:
 - Weighted average cost of capital
 - Discounted cashflow,
 - Net present value,
 - Internal rate of return and
 - Payback periods.
 - Forecasting benefits and costs
 - Defining key assumptions
 - Preparing a cost benefit analysis and or financial appraisal
- Developing an executive summary
 - Presenting to management
- Developing an implementation plan
 - Project governance and management
 - Benefit realisation
 - Setting up evaluation