



# Developing an Effective Business Case

Duration: 1 day

“ PM-Partners have been leaders in training and professional certification for over 20 years.

Our trainers are highly qualified, practitioners in their chosen fields. ”

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## Overview

Business strategy execution depends upon developing and implementing the best solution. Success however, relies upon basing the solution on the right requirements, drawn from a sound and robust Business Case.

This one day program will introduce participants to the principles of writing an effective Business Case, within the context of an interactive course driven by a case study.

## Course Objectives

This course will provide participants with a working knowledge of the principles of writing an effective, comprehensive and compelling Business Case.

The course is driven by participation in a case study, promoting immediate workplace transference.

## Course Summary

### Introducing the Business Case

- The nature and purpose of a Business Case
- Business Case objectives
- Business Case preparation checklist

### Building the Business Case

- Defining the business problem / opportunity
- Defining the value (cost versus benefits)
- Articulating benefits
- Documenting implementation risks, approach, resource plan and schedule
- Gaining approval

### Effective Business Case Writing

- Writing an Executive Summary
- Principles and rules of effective writing

### Selling the Business Case

- Substantiating and evaluating your Business Case
- Understanding stakeholder perspectives
- Socialising the Business Case

### Template

- Business Case

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## Corporate Benefits

- Implement the most appropriate solution for the issue or opportunity, increasing the return on investment.
- Provide the solid foundation for projects to generate results.
- Allow organisations to begin to create a reputation for consistently successful delivery of project initiatives, through the enhanced capabilities of their Business Analysts and Project Managers

## Individual Benefits

- Participants' Business Cases will be comprehensive and measurable, assisting executives with good decision making, increasing the rate of successful implementation and returns to the business.
- Participants will leave the course with a thorough understanding of how to write a Business Cases with measurable benefits.
- Participants will be provided with tools, templates and guidance for immediate use back in the workplace.

## Development Units

Participants who have been awarded the Project Management Professional (PMP)<sup>®</sup> credential by the Project Management Institute (PMI)<sup>®</sup> are eligible to earn **7 PDUs** for their participation in this course (6 Technical and 1 Strategic and Business Management).

Participants holding any of the Project Management accreditations (CPPP/CPPM/ CPPD) are eligible to earn **14 CPDs** for each of this short course.

## Delivery

Trainers of this course will use a practical delivery approach to provide participants with a 'hands-on', multi-faceted and challenging learning experience.

These can be held on-site or at our premises. All courses can be customised to suit your requirements.

## Assessments/ Assignments

Assessment of competence is established by observation of contribution and participation during case study exercises and group discussion.

Follow up assignments are not part of this course offering, but may be designed and conducted upon request