

# **Developing an Effective Business Case**



# 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.





# Key Topics

## Duration

1 day

### 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



# 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.

### 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.



# 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.



## Benefits

### 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.

## Professional Development Units (PDUs)

Participants who have been awarded the Project Management Professional (PMP) credential by the Project Management Institute (PMI) are eligible to earn PDUs for their participation in these courses as follows: **7 PDUs** (6 Technical and 1 Strategic and Business Management).

### CPDs

Participants holding any of the Project Management accreditations (CPPP/ CPPM/CPPD) are eligible to earn CPDs as follows: **14 CPDs**

# Why learn with PM-Partners?

## Because we turn your career goals into reality.

Poor project skills are consistently quoted as a key reason for project failure. To be successful in project delivery, it's critical to invest in yourself and the capabilities of your team. This means setting clear goals and making a commitment to continuous improvement.

Certification and training is a vital part of this journey. But you need to know which foot to put forward, and when, to ensure you're heading in the right direction. That's where our expert guidance and support comes in.

## Tell us where you want to go

At PM-Partners we start every conversation with the question, 'Where are you trying to go?' We then apply our expertise to show you exactly 'how' to get there.

We believe that having the relevant skills and methodologies is critical to delivery success, and ultimately career success. Depending on your aims, our team of professional development consultants will work closely with you to create a development pathway, or team training program, that aligns with your goals.

## Helping to develop professional capabilities for 25 years

Our accredited programs provide certification and development across a range of globally recognised project management and delivery streams.



**Mike Boutel**  
Head of Training



**Nekta Vamvoukakis**  
Corporate Training  
Consultant



**Jourdan Clark**  
Professional Development  
Manager

Each year, our expert facilitators train and certify more than 12,000 people throughout Australia, New Zealand and South-East Asia to best practice standards. All highly qualified practitioners in their field, they draw from real-life scenarios and their own experience to add real value for individuals, teams and organisations.

## Our promise to you

PM-Partners is committed to providing industry leading education that is relevant, up-to-date and designed to meet your specific needs.

We offer qualifications in multiple disciplines, including key products in AXELOS' best practice portfolio, such as ITIL®, PRINCE2®, PRINCE2 Agile®, MSP®, MoP®, P3O® and P3M3®; APMG's AgilePM®, AgileBA®, AgilePgM™, Lean Six Sigma, Managing Benefits, Facilitation and Change Management; as well as the Scaled Agile Framework® (SAFe®); and Business Analysis programs from The Australian Chapter of the International Institute of Business Analysis™ (IIBA®), to name a few.

To find out more about how we can help you or your organisation uplift their capability, contact the experts on 1300 70 13 14.

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## Customer story

Listen to Dominic Cain speak about how he went from being a young Chef to a Programme Director.





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