

BA03 - Writing Effective Business Cases

Length: 2 Day Workshop

Course Description:

Learn the steps to effective business case development and support your strategic business recommendations with sound budgeting and financial back-up. The one course you need to make high-impact recommendations and receive full management support for your ideas.

Included: Full Student Guide Business case template

Audience:

This skills-intensive workshop is ideal for experienced managers, directors and corporate officers who regularly develop and present budgets, business plans and recommendations.

Prerequisites: None

Topics:

Section 1: Introduction

- Purpose of a business case
- Who is involved
- What to look out for
- Define the business case elements

- Step 4: Comprehensive Evaluation & Recommendations
- Step 5: Implementation & Action Planning

Section 2: Building the business case for new ideas

- Overcoming financial, managerial and organizational barriers to new concepts and strategies
- Using the Business Case approach to compel others to support your vision for success
- Financial and strategic measurement tools

Section 4: Analyzing your Business case

- Financial analysis
- Risk analysis
- Feasibility analysis

Section 3: Five key steps when planning and presenting a business case

- Step 1: Problem/ Opportunity Identification
- Step 2: Analysis of Success Drivers/Impediments
- Step 3: Presenting Strategic & Tactical Alternatives

Section 5: Presenting the business case to your organization

- Communicating with your audience
- Identifying critical decision criteria and objectives
- How to package and present your case for maximum impact
- Anticipating and responding to challenges

Section 6: Additional resources

- Useful books and links on business cases