Develop & Advance Your Business Case

Develop Compelling, Multi-Dimensional & Objective Focused Submissions.

When you prepare and construct an effective business case it enables you to take a disciplined approach to critically examine the opportunity, the alternatives, the project stages and the required budget to make confident recommendations.

It assists in being able to logically and clearly communicate the return on investment, how risks can be reduced and what the positive benefits to the business will be if approved. This type of strategic and systematic approach advances the likelihood of gaining support to proceed with the investment.

In the **Develop and Advance Your Business Case** workshop you will learn the importance of carefully analysing, creating, and positioning a business case in order to maximise its chance for success. You will gain the skills to define desired outcomes, design evaluation criteria, weigh costs against benefits, and construct a comprehensive multi-dimensional business case to advance the decision making process.

You will also learn how to build a business case hands on by analysing case studies, practical application exercises and creating your own business case during the workshop. You will be given the opportunity to pitch and conduct a walkthrough of your business case with 360-degree feedback from your fellow participants in the session.

Designed for?

> Applicable for anyone who is required to develop a business case for executive leaders, boards or senior managers.

> Anyone looking to understand the fundamental principles and best practice approach to creating a strong business case.

> Those who currently develop business cases and are looking for ways to improve knowledge and skills through more formal training methods.

> An ideal group size is 6 – 15 participants.

Key Learning Outcomes

✓ Understand the different stages and best practice approach for a persuasive business case.

✓ How a business case approach is applied in different contexts.

✓ Apply the successful principles and methods for developing a business case that logically explains the rationale to senior leaders and stakeholders.

✓ Analyse and interpret the appropriate financial data including costs, budgets and estimates for what it will take to implement.

✓ Develop strong, multi-dimensional and purpose-driven recommendations that are more likely to gain approval.

✓ Identify and prioritise all options to position your recommendation in the best light.

✓ Identify the risks involved as well as how they can be managed or reduced.

Live Face to Face, Virtual or Hybrid

Power Sessions   Half-Day   1-Day   2-Day   Coaching

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