

# MASTERING BUSINESS CASE DEVELOPMENT: A TWO-DAY INTENSIVE WORKSHOP

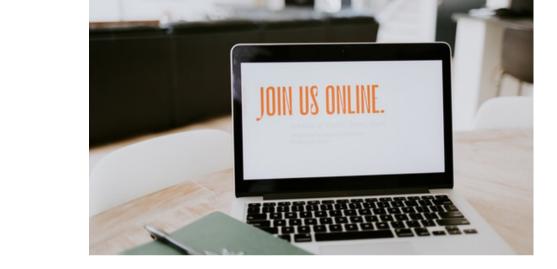
# BY HELEN WINTER BUSINESS BULLET

### **EXTRAS INCLUDE:**

- WORKBOOKS
- BUSINESS CASE TEMPLATESWITH GUIDANCE
- CHECKLISTS
- CERTIFICATE
- SAMPLE BUSINESS CASES
- COPY OF THE BUSINESS ANALYSIS HANDBOOK (2ND EDITION)

# GREETINGS, Students!

Business Bullet
Delivering better business outcomes







After taking my course on developing Business Cases, you will be able to confidently create compelling business cases that effectively communicate your ideas and secure buy-in from stakeholders. You'll gain a deep understanding of what needs to go into a business case and through hands-on activities present back a first draft of a business case.



# MEET THE comp work.

# Instructor

Helen Winter works with clients who are grappling with how to start large complex projects or programmes of work

She has helped numerous companies navigate their way through large scale change & transformation.

She will share how she has helped customers prepare their business cases and target operating models. Helen is also the author of The Business Analysis Handbook with Kogan Page, runs a popular blog Business Bullet and is on the panel for programme management best practises at APM (Association for Project Management).





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MODULE 1

Level of detail and Business case formats

MODULE 2

Preparation steps for creating a Business case

# COURSE

Outline
Day 1

MODULE 3

Scoping a Business Case



# MODULE 4

How to add costs and benefits to a business case

# MODULE 5

Summarising the delivery approach in a business case

# COURSE

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Presenting back our business cases

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# CONCEPT THREE

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Tailoring Business Cases for different audiences

### **CONCEPT FOUR**

Business case review and iteration

CONCEPT ONE

Cases

Levels of detail in Business

### **CONCEPT TWO**

Business case formats and structures

# MODULE

One

# Level of detail and business case formats

By covering these concepts, participants will gain a comprehensive understanding of how to structure, present, and tailor business cases to different audiences, ultimately increasing their ability to create persuasive and effective business cases in various formats and levels of detail.

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## **CONCEPT ONE**

Stakeholder Identification and Engagement

### **CONCEPT TWO**

Identifying scenarios Drivers, contexts and
themes

### **CONCEPT THREE**

Putting together a preliminary plan

# MODULE

# Two

# Preparation steps for creating a Business case

These concepts empower participants to engage stakeholders effectively, understand the driving forces behind the business case, and create a comprehensive preliminary plan that aligns with the organization's objectives, ultimately increasing the likelihood of a successful and impactful business case.

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### CONCEPT ONE

Techniques for defining scope, objectives and understanding the problem

### **CONCEPT TWO**

Important factors for identifying processes and requirements

### **CONCEPT THREE**

Setting out assumptions and constraints

# **CONCEPT FOUR**

Ensuring success criteria

# MODULE

# Three

# **Scoping a Business Case**

Covering these concepts will equip participants with the necessary skills to define a well-scoped project, set clear objectives, identify processes and requirements, consider assumptions and constraints, and establish success criteria.

### CONCEPT ONE

7

Cost Analysis:

Teach participants how to identify and estimate all relevant costs associated with the proposed project or initiative.

Emphasize the importance of considering both direct costs (e.g., materials, labor) and indirect costs (e.g., overhead, administrative expenses).

### **CONCEPT TWO**



Benefit Analysis:

Guide participants on how to identify and quantify the various benefits that the project is expected to deliver. Cover both tangible benefits and intangible benefits.

### **CONCEPT THREE**



Useful measurements such as return on investment, payback period, net present value and break even analysis.

# MODULE

# Four

# How to add costs and benefits to a business case

By focusing on these concepts,
participants will gain a thorough
understanding of the costs and benefits
associated with the proposed project.

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### CONCEPT ONE

Outline of planned approach and the options considered.

### **CONCEPT TWO**

Risks and issue identification and assessment

## **CONCEPT THREE**

Deliverables and milestones

# **CONCEPT FOUR**

Assumptions and constraints

# MODULE

# Five

# Summarising the delivery approach in a business case

The concepts covered will provide the necessary tools and insights to give confidence that the business case is feasible and can be achieved.

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### CONCEPT THREE

7

Addressing questions and concerns

# **CONCEPT FOUR**

Rehearsal and Feedback of the business cases we have put together during the course

## CONCEPT ONE

Tips for presenting back our business cases based on the counterparty classification case study.

### **CONCEPT TWO**



Tailoring to the audience

# MODULE

# Six

# Presenting back our business cases

To enable participants will be wellprepared to present their business cases
confidently, clearly, and persuasively
using the business case they have been
creating throughout the course.
The training will provide the necessary
skills to engage stakeholders effectively,
gain support, and communicate the
value of their proposed projects in a
compelling manner.