



MASTERING BUSINESS CASE DEVELOPMENT: A TWO-DAY INTENSIVE WORKSHOP

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BUSINESS BULLET



EXTRAS INCLUDE:

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

GREETINGS, *Students!*



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 *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).





COURSE

Outline

Day 1

MODULE 1



Level of detail and Business case formats

MODULE 2



Preparation steps for creating a Business case

MODULE 3



Scoping a Business Case



COURSE

Outline Day 2

MODULE 4



How to add costs and benefits to a business case

MODULE 5



Summarising the delivery approach in a business case

MODULE 6



Presenting back our business cases

CONCEPT ONE



Levels of detail in Business Cases

CONCEPT TWO



Business case formats and structures

CONCEPT THREE



Tailoring Business Cases for different audiences

CONCEPT FOUR



Business case review and iteration

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.

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.

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



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.

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.

CONCEPT ONE ↗

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

CONCEPT TWO ↗

Tailoring to the audience

CONCEPT THREE ↗

Addressing questions and concerns

CONCEPT FOUR ↗

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

MODULE

Six

Presenting back our business cases

To enable participants will be well-prepared 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.