



Business Case Writing – 1 Day Workshop

A business case document is a formal, written argument intended to convince key decision makers of the merits of a particular course of action.

A good business case will explain the problem, identify all the possible options to address it, and allow decision-makers to decide which course of action will be best for the organisation

This one day workshop will help the participants to write an effective and powerful business case that is practical in approach, measurable, relevant and can help the decision-makers to reach a resolution.

The workshop aims to offer a detailed understanding of documentation. It focuses on enabling the participants to create and implement the Business Case in practical field. It teaches them as to how a business case writing can help to get an approval for certain project. The participants also learn to see through the size and complexity of a project and bring out required solution to that.

BY THE END OF THIS WORKSHOP YOU WILL BE ABLE TO:

- Understand key elements of effective business
- Understand how prepare and develop a powerful business case
- Appreciate the various roles that will need to be involved in a Business Case
- Create an effectively structured Business Case containing the right information
- Determine and recommend the best possible approach
- Take appropriate action if the on-going justification for a project no longer exists
- Learn how to critically evaluate a business case

THIS WORKSHOP IS DESIGNED FOR:

- Business Analysts.
- Project Managers.
- Project Office Managers.
- Managers and Team Leaders.
- Consultants.
- Anyone involved with writing, reviewing and approving business cases

Course Content

- Introduction to Business Case
- Where does the business case fit in our business model
- Business Case Principles
- Planning your Business Case -a summary
- Stakeholder Analysis
- Strategies for developing a successful business case
- Elements that make up a persuasive argument for the business case
- Build a compelling Business Case
- Tips for writing Effective Business Case
- Use of appropriate language
- Cost benefit Analysis
- Business Case Checklist
- Business Case writing & Discussion