

Building an Effective Business Case Training Course Outline

Business Case Fundamentals –

Business case introduction

- The reasons for constructing a business case
- Introduction to the simulation

Business case content and context

- The business case in the business project life-cycle
- Business options in the business case
- Business case content and structure
- The Business Case as organisational process asset

The Business Case Process

- Introducing the ADAPTS business case analysis process
- Focusing on the required elements
- Examining the role and value of the steps

Managing Stakeholders and Requirements –

Stakeholder Identification and Management

- Identifying business-level stakeholders
- Conducting stakeholder analysis
- Harvesting stakeholder goals

Determining the Problem

- Clarifying the business goals
- Creating a Problem Statement



Documenting the scope

- Turning goals into business requirements
- Documenting the business requirements

Selecting Options –

Deducing key decision criteria

- Weighting decision criteria
- Determining possible alternatives

Researching alternatives

- Examining the business options
- Developing the options for presentation

Identifying & Measuring Costs & Benefits –

Estimating costs

- Establishing costs
- Evaluating and selecting financial appraisal methods
- Creating and applying a basic cost model

Forecasting benefits

- Categorizing tangible and intangible benefits
- Proving intangible benefits with a benefits rationale

Investment appraisal

- Employing four common financial analysis tools
- Producing a cash flow model

Managing Business Case Risk –

Risk assessment methods and tools

- Recognizing the impact of time and risk
- Creating and using a risk register



Prioritising risks

- Applying a risk assessment matrix
- Framing risk with your stakeholder analysis
- Aligning risk evaluation with stakeholder point of view

Presenting the Business Case –

Targeting Your Recommendation

- Delivering and positioning the solution
- Aligning the business case with stakeholders
- Aligning and prioritising initiatives
- Prioritising and selecting alternatives
- Selecting the business case delivery methodology

Crafting a Persuasive Business Case

- Overcoming the business document paradox
- Minimizing content to get maximum results

Presenting the Business Case

- Organizing your presentation
- Preparing the message
- Sequencing the content

Tailoring your presentation to the audience

- Selecting the delivery medium
- Communicating your case with confidence
- Validating your presentation
- Generating feedback for improvement

