Building an Effective Business Case Training

Module 1: 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

Module 2: 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

Module 3: Selecting Options

Deducing key decision criteria
- Weighting decision criteria
- Determining possible alternatives

Researching alternatives
- Examining the business options
- Developing the options for presentation

Module 4: Identifying & Measuring Costs & Benefits

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

Forecasting benefits
- Categorising tangible and intangible benefits
- Proving intangible benefits with a benefits rationale

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

Module 5: Managing Business Case Risk

Risk assessment methods and tools
- Recognising 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

Module 6: 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
- Minimising content to get maximum results

Presenting the Business Case

- Organising 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