Building an Effective Business Case

Duration: 4 Days   **Course Code: GK2713**

Overview:

In this course, you'll learn the most common disciplines and methodologies used to create and present a business case with clear, concise, and fact-based arguments that highlight project benefits, costs, and risks to win approval for projects. You'll learn the underlying structure and content of a business case as well as the role your audience plays in the development of it. Further, you'll learn basic techniques for determining financial ROI, non-tangible benefits, and the probability of meeting expectations.

Target Audience:

Business analysts, project managers, anyone who establishes business cases, and anyone who provides business justification for projects.

Objectives:

- Key elements of a business case document and presentation

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- How to justify the investment to solve a business problem in a clear, concise, fact-based manner

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- Basic financial metrics used within a business case, including feasibility studies and ROI analyses

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- Ways to improve the odds of project approval

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- Steps to prove your recommendation is "best"

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- A step-by-step development process to create a business case

Prerequisites:

- There are no prerequisites for this course.

Content:

1. Business Case Process

- "Business case" defined

- The business case and system life-cycle decisions
- The business analysts' role in the business case process
- Competition for funds
- Understanding the organizational need
- Problem statement
- Product vision
- Objectives and constraints
- Testing identified solutions for feasibility
- Analyzing solution definitions
- Assessing project risks
- Business case structure/components/benefits
- Executive summaries
- Adding value with powerful objective statements
- Business alignment
- Accounting/financial principles
- Summarize the risks and ROI
- Cost of ownership
- Show the change expectations
- Discuss how and why the "viable alternatives" were selected
- Understand hot topics and pain points of your audience

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3. Exploring Business Case Solutions

- Measure the benefits of alternatives vs. the business objectives

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2. Defining the Business Case Problem

- Identifying problem/opportunity

- The business case and system life-cycle decisions
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4. Creating The Business Case

- The "ideal" business case

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6. Presenting the Business Case

- Explain the business problem

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5. Financial Metrics

- Governance: What you need to know

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Further Information:

For More information, or to book your course, please call us on 00 966 92000 9278

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