

1 DAY

BUSINESS CASE WRITING



Business Skills Course

LEARNING OUTCOMES

- To understand the concept behind writing a business case
- To develop best practices in preparing quality and compelling business case documents
- To be able to consider stakeholders and how to influence them in the workplace
- To utilise cost-benefit analysis to aid impact of your business case
- To identify the various roles in the preparation of a business case
- To produce a well-structured business case for internal and external use
- To practice preparation of a business case through a case study

COURSE OVERVIEW

The course aims to provide employees with the necessary skills and knowledge to prepare a compelling business case to different audiences. This training will benefit anyone who is involved in the preparation and writing of a business case. Participants will be better equipped with the skills and knowledge required for preparation and writing of a business case, with increased chances of gaining approval

TOPICS COVERED IN THIS COURSE

What is a business case

Objectives of a business case, why it's needed and what are the benefits.

Understanding stakeholders

Learning how to identify and analyse stakeholders, understand decision-makers, and assess their influence and power.

Preparation – roles and responsibilities

Identifying key project personnel and how to maximise input from others.

How to structure a business case

Understand the nature, scope and impact of a business case, the purpose of the management summary, and the 10 structural considerations for success

The impact of a cost-benefit analysis

Learn the fundamentals of cost-benefit analysis, the six steps to conduct one, and how to create a suitable analysis for your business case.

Writing for influence

Learn the fundamentals of cost-benefit analysis, the six steps to conduct one, and how to create a suitable analysis for your business case.

Practical business case exercise

Apply your learning by developing a business case, either through a case study, a client example, or by creating your own for group discussion