B2T Training

Developing an Effective Business Case

1 Day | Virtual and Face-to-Face

Writing an effective business case includes presenting a compelling case for a particular audience in order to achieve approval to embark on a particular course of action. They are developed with the intent to present or sell a viable solution for a clearly defined business problem or new product.

This course provides a framework and techniques that are appropriate for any type of project or program requiring funding or management approval.

Students will gain knowledge and skills by practicing writing and analysis techniques that will help them write a compelling business plan, identify appropriate approaches, and communicate and manage information that should ensure the approval to move forward with the project.

Learning Objectives

- A framework for an effective business case
- How to write a compelling business case
- How to perform Cost/Benefit Analysis

Intended Audience

This course is designed for business analysts, product owners, project managers, program or portfolio managers or any other business partner or project team member involved with developing and writing a business case. This course may also be appropriate for individuals who manage business analysts and need a more in-depth understanding of the process and skill set that would be helpful for effective business analysis.

Prerequisites

None

Learning Topics

Topic
Introduction
• What is a business case?
• Understanding your audience
• Where does the business case fit into a product / project life cycle
• Learn an effective framework for a business case

Defining and Presenting the Case

- Learn how to write an effective executive summary
- Learn the components of a detailed mission statement
  - Project initiative
  - Strategic Alignment
  - One project vs multiple projects or program to achieve mission
  - SMART objectives and key performance indicators
- Define approach used for analysis

Justifying the Case

- Identification and prioritization of alternative solutions
- Cost / benefit analysis
  - Terminology and financial metrics
  - Estimating techniques
    - Process-related impacts
    - People-related impacts
    - System-related impacts
  - Quantifying Implementation costs
  - Quantifying Ongoing/operating costs
  - Quantifying Benefits

Documenting the Case

- How much detailed is required
- Which Assumptions should be documented
- Documenting known Risks

Develop Your action Plan/Course Summary

- Develop your action plan to improve your business case
- Student questions/discussion topics