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# Making the Business Case

A business case is an analysis of the overall business benefits that justify the initial commitment of time, resources, and funding for an investment project or any on-going investment. Do you know how to develop the business case to ensure a successful outcome?

## Abstract

Have you ever wondered how to prepare a business case? Have you been confused in determining the business drivers and benefits for the project?

This 2 Day course will provide you with information on how to best write, present and sell your business case once it is completed. It will assist you in building your balanced scorecard and determining the difference between tangible and intangible benefits.

## Who should attend

This course is designed for those who are involved in creating, selecting and approving the business case. Typically these are Business Analysts and Project Managers. However, Business Managers, Consultants and Marketers will also find this course useful.

## Syllabus

### Introduction to the Business Case

- What is a business case? When is it required?
- Overview of the business case process
- Role of internal sponsors and other stakeholders, including business and technical SMEs

### Identifying the Options

- Aligning opportunities with organisational needs and strategic objectives
- Documenting the major constraints and assumptions
- Identifying the options – making a framework for structuring the investment decision
- Agreeing basis of comparison (base case & methods of comparing alternatives)

### Building Cost Scenarios

- Effort and resource estimates for each scenario
- Cost Estimates and Budget – direct and indirect costs
- Reserves (contingencies)
- Cash Flow Implications ( for later analysis)

## Objectives

- Understand the major concepts of making a business case
- Have a good working knowledge of the business case process
- Have practical experience of the techniques
- Have a useful set of templates to take back to your workplace

### Defining and Analysing Benefits

- Determining the appropriate requirements and benefit measures
- Quantifying benefits – the challenge of qualitative or intangible benefits
- Matching benefits to tangible deliverables
- Data gathering techniques

### Managing Risk

- Overview of the risk management process
- Risk identification
- Qualitative and quantitative assessment
- Risk response planning and impact on required reserves

### Option Analysis

- Applying the quantitative and qualitative factors to the assessment of alternatives
- Option evaluation methods
- Weighted scoring techniques
- Sensitivity analysis
- Scenarios

### Documenting and Selling the Case

- Overview of business case structure and contents
- Specific content
  - Technology, competitive response, etc
  - Systematic structure
  - Financial projections
  - Recommendations



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