

Building an Effective Business Case

Duration: **5 days**

COURSE 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.

COURSE OBJECTIVES

1. Key elements of a business case document and presentation
2. How to justify the investment to solve a business problem in a clear, concise, fact-based manner
3. Basic financial metrics used within a business case, including feasibility studies and ROI analyses
4. Ways to improve the odds of project approval
5. Steps to prove your recommendation is "best"
6. A step-by-step development process to create a business case

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

2. Defining the Business Case Problem

Identifying problem/opportunity

Problem statement

Product vision

Objectives and constraints

3. Exploring Business Case Solutions

Measure the benefits of alternatives vs. the business objectives

Testing identified solutions for feasibility

Analyzing solution definitions

Assessing project risks

4. Creating The Business Case

The "ideal" business case

Business case structure/components/benefits

Executive summaries

Adding value with powerful objective statements

5. Financial Metrics

Governance: What you need to know

Business alignment

Accounting/financial principles

Summarize the risks and ROI

Cost of ownership

6. Presenting the Business Case

Explain the business problem

Show the change expectations

Discuss how and why the "viable alternatives" were selected

Understand hot topics and pain points of your audience