

Duration 1 Day

TC1144

## OVERVIEW



Business strategy execution depends upon developing and implementing the best solution. Success however, relies upon basing the solution on the right requirements, drawn from a sound and robust Business Case.

This one day program will introduce participants to the principles of writing an effective Business Case, within the context of an interactive course driven by a case study.

## WORKSHOP OBJECTIVES

- This workshop will provide participants with a working knowledge of the principles of writing an effective, comprehensive and compelling Business Case.
- The course is driven by participation in a case study, promoting immediate workplace transference.

## TARGET AUDIENCE

This workshop is designed for:

- Business Analysts
- Project Managers
- Project Office Managers
- Managers and Team Leaders
- Consultants

## DELIVERY

All workshops may be conducted onsite or at our premises, with experienced facilitators providing group and/or individual instruction.

Training is provided through hands-on learning, relevant exercises and the provision of a participant handbook containing training materials.

Our participants are also entitled to complementary telephone consultation/advice within 60 days of workshop completion.

## ASSESSMENT/ASSIGNMENTS

Assessment of competence is established by observation of contribution and participation during case study exercises and group discussion. Follow-up assignments are not part of this workshop offering, but may be designed and conducted upon request.

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The International Institute of Business Analysis (IIBA) is a non-profit organisation whose vision is to be the leading world wide professional association that develops and maintains standards for the practice of business analysis, and for the certification of practitioners. PMPartners is an Endorsed Education Provider of the IIBA, a Charter Member and an international Associate Sponsor. This course has been specifically endorsed by the IIBA.

7 PROFESSIONAL DEVELOPMENT  
UNITS (PDUs) AWARDED

PMPartners is a Global PMI (Project Management Institute) Registered Education Provider.



Participants who have been awarded the Project Management Professional Certification (PMP®) by the Project Management Institute are eligible to earn 7 PDUs for their participation in this workshop.

CORPORATE BENEFITS

- Implement the most appropriate solution for the issue or opportunity, increasing the return on investment.
- Provide the solid foundation for projects to generate results.
- Allow organisations to begin to create a reputation for consistently successful delivery of project initiatives, through the enhanced capabilities of their Business Analysts and Project Managers.

INDIVIDUAL BENEFITS

- Participants' Business Cases will be comprehensive and measurable, assisting executives with good decision making, increasing the rate of successful implementation and returns to the business.
- Participants will leave the workshop with a thorough understanding of how to write a Business Cases with measurable benefits.
- Participants will be provided with tools, templates and guidance for immediate use back in the workplace.

Workshop Summary

## COURSE MODULES

- **Introducing the Business Case**
  - The nature and purpose of a Business Case
  - Business Case Objectives
  - Main Points
  - Business Case preparation checklist
  
- **Business Writing Skills**
  - Writing an Executive Summary
  - Business writing – trends and errors
  - Principles of effective writing
  - Elements of style
  - Rules for effective writing
  
- **Writing a Business Case**
  - Executive Summary
  - Proposed Project
  - Costs and Benefits (Qualitative and Quantitative)
  
- **Template**
  - Business Case