

## Writing Successful Business Cases

### Overview

The business case is a critical component in any project management framework. The business case sets out clear reasons for the proposed investment and tracks the intended benefits throughout the life of the project and ultimately the return on investment. The conceptualisation, generation and presentation of a business case is a key skill for those project personnel empowered to do so. Whilst an analytically oriented team is generally needed to pull together the components of the business case a highly-valued skill is being able to present the business case succinctly and coherently to those ultimately charged with its approval.

This is a one day interactive and hands on workshop that guides participants through the importance of a sound business case and its alignment to strategy. Participants will develop a business case and present it for approval at the end of the day.

Whilst a fictional case study is available for students to develop a business case on the day, students are encouraged to bring their own business case in for development by themselves or as part of a group.

By default, this course references the headings in a PRINCE2® business case however students can also use their own business case formats if they wish.

LATSA Learning Services Instructors are experienced Agile and PRINCE2 practitioners, consultants, and system implementers

### Exam Details

There are no exams applicable for this course. Students will receive personalised and constructive feedback post business case presentation and an attendance certificate is available on completion.

### Acquired Personal Capabilities

- Learn and understand the fundamentals and importance of a sound, well-crafted and considered business case
- Learn to work as a team to develop a business case based on a case study or your real-life example
- Develop confidence to present a business case to an executive for approval

### Organisational Benefits

- Embed business case writing and presentation skills into your team via hands on experiential learning
- If not yet present, use the business case format used in this course into your project management methodology
- Take the opportunity to promulgate a consistently used and understood business case writing methodology

**Targeted Audience**

- Aspiring and Practising Project Managers
- Line Managers
- PMO Support Team Personnel
- Project Sponsors
- Business Analysts
- Quality Assurance Personnel

**Prerequisites**

There are no prerequisites for this course however any experience in anyone of the following areas would be helpful:

- Evaluation and recommendation of technical solutions
- Risk analysis and implementation planning
- Estimation and return on investment (ROI) calculation
- Benefit measurement and analysis
- Team presentations
- General project support or team experience

**Class Sizing and Delivery Mode**

- Minimum/Maximum participants per class 4 to 14
- On your site or off-site instructor led training

**Enquires**

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