

Making the Business Case Workshop Content - (2BC_v1.0)

The Making the Business Case workshop is a 2-day workshop that provides participants with theoretical knowledge and practical application in regards to writing a business case that can be sold up to the executive decision makers. The workshop covers the essential processes and includes case studies and interactive exercises to ensure that participants learn the practical application of the tools which are required to make a commercially sound business case.

The workshop will cover the following topics:

Introduction to the Business Case

Why do we need a business case – Unlocking the mysteries of a successful business case.

Business case life cycle – The process of writing a successful business case.

Implementing the strategic plan – Understanding how your strategic plan should feed the business case process.

Stakeholder identification – Ensuring you have the correct audience and contributors to complete the plan.

Organisational Selection

Strategic value of the project – What value does your business case offer the organisation.

Identifying and selecting opportunities – How do you ensure the right opportunities are pursued.

Options analysis – Identifying more than a single option to meet the business need.

Business feasibility – Ensuring the business case has merit.

Establishing the Requirements and Proposed Benefits

Issues with requirements – Identifying common problems encountered with the requirements process.

The requirements life cycle – Understanding the full cycle of a requirement.

Requirements sources – Discussing the multiple sources of requirements.

Requirements elaboration – The process to extrapolate information from the stakeholders in order to expand on the requirements.

Requirements traceability – A useful tool to link each potential benefit to a specific stakeholder via their expected requirement.

Benefits identification – A must do action if your business case is to have any weight. This is a forced approach to thinking about the potential benefits obtainable from each requirement.

Benefits measurement – There is no point having benefits listed if you do not know when you have or have not reached them. The benefit owners must allocate metrics and perceived success criteria in order to be able to track and measure the benefits.

Managing Risk

Introduction to risk – A basic introduction to risk management theory.

Risk identification and analysis – Understand the importance of developing a comprehensive risk plan in the business case process – identifying opportunities and threats.

Risk strategies – You will take your approach from being reactive to proactive to get your business case over the line.

Estimating cost and Financial Analysis

The components of each option – Identify the high level components of each option.

Resource requirements – Estimate the resources required to deliver each option.

Cost types – Identify the cost types for each of the resources required.

Financial selection methods – Utilise consistent financial tools to develop the potential net value of each option to the organisation.

Documenting and selling the case

Executive summary – How and when to write an executive summary that the intended reader can not ignore.

Objectives and scope – Reiterate the reasons for the business case.

Financial considerations – This is the killer blow, identify the intended value to the organisation should the business case be accepted and the initiative pursued.

Implementation plan – This is a summarised version of the implementation plan from the suggested option should the initiative be pursued.

Review and acceptance – An independent review of the business case to eradicate bias and verify consistent business practices.

Benefits Realisation

Benefits measurement and metrics – The benefit owners must allocate metrics and perceived success criteria in order to be able to track and measure the benefits.

Monitor the benefits – Follow a plan during the life span of the benefits to ensure they are tracked, measured and assessed.

Benefit harvesting – At the end of the benefits life cycle, a post benefits harvesting review must be conducted to ascertain the integrity of the original proposed benefits in the business case.

Learning Method

The workshop is instructor led with limited class size. A pragmatic and comprehensive template is used as the core focus during the delivery of this workshop. Delegates participate in numerous practical activities and exercises to ensure a sound understanding and application of the core concepts and terminologies. At the completion of this workshop, the delegates will have a completed Business Case template to take away and use in their work environment.

The facilitator and the delegates take joint responsibility for learning.

Special Features

This workshop can be facilitated using your own potential business opportunity as a case study, therefore utilising best practice business case practices, tools and techniques to initiate your business venture.

An information gathering technique (Nominal Group Technique - NGT) is used at the conclusion of each days training to compile a prioritised list of the business case concepts, tools and techniques learned during the day. This list is identified by the delegates and represents their thoughts on what they can take back to the workplace and implement into their daily work practices. This has proven to be very useful input into organisations' business capability development programs.

In-House Training

This workshop is available for private corporate presentation, either on your own premises or "off-site". Please contact Workgroup Management for a quotation and to discuss your requirements.

Telephone +61 2 8005 0419 or email info@workgroup-aus.com