



Making the Business Case Workshop Description - (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.

Workshop Structure

This workshop utilises a pragmatic and comprehensive template as the core focus during the delivery and consists of a balanced mix of theory and practical application of the core processes and competencies required in the development of a strategic business case.

Who should attend?

The workshop is suitable for people who are currently writing business cases or those about to begin the journey to successful business case delivery and will build on the delegates existing skill set, it will provide a path to improve their competence in the workplace.

It is also suitable for senior managers who are accountable for organisational budgets, project outcomes and the measurement of benefits realisation of their business ventures.

Learning Outcomes

The objective of this workshop is for each participant to be able to:

- Understand the major components of writing a successful business case,
- Have a good working knowledge of the business case process,
- Identify the key strategic business drivers of your business case,
- Identify and manage key stakeholders in the business case process,
- Develop sound business benefits for your project,
- Utilise sound quantitative and qualitative tools for developing benefits metrics,
- Understand the importance of developing a comprehensive risk plan in the business case process – identifying opportunities and threats,
- Develop multiple options to satisfying the business requirements and weighing them up against each other,
- Understand the quantitative financial tools required to make a sound business case,
- Articulate the message and sell it to the executive decision makers and
- Identify the appropriate tools and templates and utilise them effectively to make that commercially astute business case.

Special Features

When you attend this workshop you will receive:

- A comprehensive workshop workbook including all tools and templates used during the workshop,

Workgroup Management Pty. Ltd.
ABN 13086267281
101 Bambil Road, Berowra
NSW 2081, Australia
Tel 02 8005 0419
info@workgroup-aus.com

- A certificate of completion.

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 day's 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.

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.

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