

How to Write A Business Case

Plan of action

Decision making in organisations should be closely aligned to strategy and strategy is enacted through business cases. A well written business case clearly outlines the benefits of pursuing a particular action. It addresses the funding and resources required. It links the proposed project with existing business priorities and strategies. Your business cases should also indicate the risks and the alternative costs including the cost of doing nothing. This course is ideal for people who would like to improve the quality of their written business cases. Participants will learn the eight key components of writing an effective business case.

- State the proposal
- Outline the consultation process
- Quantify the costs and benefits
- Align to business priorities & strategy
- Identify the key risks
- List key personnel
- Quantify the cost on not going ahead
- Use clear and concise language

Key Learning Outcomes

- Critique a recently written business case
- Develop a business case for a proposed project
- Identify and prioritise alternative solutions
- Perform a cost-benefit analysis
- Analyse the mistakes within poor business cases
- Prioritise solutions to align with key business criteria
- Using existing templates,
- construct a clear executive summary

Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size** 7 - 12 participants
- **Venue** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost
- **Duration** This program can be conducted as a one day or half day program
- **Cost** Price on request

If you would like more information on this training program, please contact:

Preferred Training Networks on 1300 323 752

Email: Deborah at ddear@preftrain.com.au or visit our website today www.preftrain.com