



# HOW TO WRITE A BUSINESS CASE

"Brevity is the soul of wit" - William Shakespeare

This course provides a comprehensive introduction to writing a successful business case. It focuses on key topics such as project stakeholders, objectives, cost and benefit analysis, timeline, resources and budgeting. Participants will be taught how to assess project viability and make effective decisions. Through interactive exercises and group discussions, they will develop the critical skills needed to create presentations and reports that support their proposal. By the end of this course, participants will have learned how to write a persuasive business case that outlines all of the pertinent information.

## Key Course Content:

- 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
- Use existing templates,
- Construct a clear executive summary



## Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



## Duration:

This course is available as a 1-day course or a truncated half-day course.



## Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



## Group Size:

We recommend a group size of 4-10 people.