

Academy of Training

Business Case Writing: Building Your case Successfully

Overview

In today's economic climate, there is an ever-increasing focus on funding and the best use of what often are scarce resources. With that in mind, it is essential that we are able to write sound business cases, taking into account not only a range of options but also all of the costs and benefits of the projects and initiatives with which we are associated.

While some staff are well versed in this approach and are able to write great business cases for business propositions, this is not always the case. In many instances, alternative approaches and costs as well as the benefits often are not identified.

Objective

The aim of this workshop, delivered over one or two days, to suit, is to assist participants in developing and/or enhancing their Business Case Writing and Cost Benefit Analysis skills, following a format and structure which aids effective decision-making.

Content : Topics covered in the workshop include the following:

- Developing robust business cases using user friendly language
- Detailed language and concepts of Cost-Benefit Analysis
- Alignment with strategic frameworks and priorities
- Generation and appraisal of options against agreed criteria
- Assumptions, constraints and conditions
- Critical Success Factors
- Identifying costs and benefits in detail, including
 - Cost analysis – development, operational, recurring, non-recurring
 - Benefit analysis – key benefits, tangible benefits, intangible benefits
- Assessing relative costs and benefits using assessment techniques such as Discounted Cash Flow (NPV) and Payback Period
- Identifying red flags, risks and issues impacting on the costs or benefits
- Writing our Business Case – format, structure and layout
- Writing for the Reader
- Plain English – short words, short sentences, short paragraphs
- Grammar, punctuation and spelling review.

Resultant Benefits

On completion of the workshop, participants will be able to develop and write robust business cases to meet the needs of decision-makers, using user friendly language. As part of this, they will be able to provide a clear analysis of options, costs and benefits to support any recommendations they may make.

