

Academy of Training

Writing Great Business Cases

Overview

In today's economic climate, with an ever-increasing focus on a value for money and a value-driven State Sector, it is essential that we are able to write sound business cases. We must understand the drivers of the decision-makers and their priorities, use down-to-earth language and demonstrate that we have taken into account a range of options as well as their costs, benefits and risks.

To do so requires many skills ranging from analysing user requirements, evaluation of options and risk, down to writing succinctly and objectively, using all of the basics of good writing.

Objective

The objective of this two-day workshop is to assist participants in developing and/or enhancing all the key skills for writing great Business Cases.

Content

Topics covered in the workshop include the following:

- Developing robust business cases – an overview
- Writing for decision-makers using user friendly language
- Aligning business cases with strategic frameworks and priorities
- Generation and appraisal of options against agreed criteria
- Assumptions, constraints and critical success factors
- Cost analysis – operational, recurring, non-recurring
- Benefit analysis – key benefits, tangible benefits, intangible benefits
- Using Cost Benefit Analysis templates
- Using evaluation techniques such as Discounted Cash Flow (NPV) and Internal Rate of Return
- Risk-benefit Analysis, identifying red flags and issues impacting on the costs or benefits
- Putting it all together using plain English: Use of technology such as AI
- Grammar, punctuation and spelling review.

Method

The workshop is highly practical with participants working on live examples drawn from their own work environment.

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.

