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Developing Effective Business Cases

A practical 1 day workshop

Developing Effective Business Cases

More and more people are being asked to produce a business case and obtain approval of the business case before it actually starts.

Project Agency research has found there has been little formal training of staff in this important area. This one day programme will benefit many staff in a number of different ways:

- providing them with a structure to follow to develop their own business case
- providing extra guidance for staff through tutorials during the workshop
- identifying project benefits and using these benefits to help manage the overall project management process
- using a number of statistical tools to support the business case including investment appraisal, discounted cash flow and cost benefit analysis
- identification of project options
- identification of project risks and developing plans to meet them linked into the overall business case

Objectives: By the end of the workshop, participants will be able to:

- Create a Benefits Profile and Benefits Realisation Plan
- Identify and assess project options
- Identify, assess and plan responses to project risks
- Carry-out an investment analysis using discounted cash flow and cost-benefit analysis
- Create a project plan to estimate project costs and timescales

This course is for anyone who:

- needs to write a business case for a project
- project managers and team members as well as support staff
- project sponsors who need to understand the significance of the business case
- staff in the project office

Workshop content

- Introduction to the business case concept: not every idea is a good idea! The nature and importance of the Business case and its fit with your business planning process
- benefits management - identifying, modelling and quantifying project benefits, producing benefits profiles, and a benefits realisation plan
- Options identification and assessment – options appraisal, and options selection
- Risk management and the business case - the nature of project risk and risk management, risk responses and risk management
- Investment appraisal – net present value and discounted cash flow, cost benefit analysis
- Plans, costs and timescales – creating the project plan, project scheduling; the link with the business case
- Project governance – using the business case to guide the monitoring process, creating a process that uses the business case
- Workshop closure – action planning and identifying what will be taken back to the workplace

The workshop will be a mix of tutor input, group and individual activity, discussions and action planning. Full paperwork will be provided however please do read the pre-course materials prior to coming along to the workshop.