Effective Business Cases Eğitimi

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Süre: **4 Gün**

Developing a strong business case is essential to persuading your project sponsors to invest time and resources.

In this course, you'll learn the most common disciplines and methodologies used to create and present a business case with clear, concise, and fact-based arguments that highlight project benefits, costs, and risks to win approval for projects. You'll learn the underlying structure and content of a business case as well as the role your audience plays in the development of it. Further, you'll learn basic techniques for determining financial ROI, non-tangible benefits, and the probability of meeting expectations.

Who Should Attend?

Business analysts, project managers, anyone who establishes business cases, and anyone who provides business justification for projects.

Neler Öğreneceksiniz

- Key elements of a business case document and presentation
- How to justify the investment to solve a business problem in a clear, concise, fact-based manner
- Basic financial metrics used within a business case, including feasibility studies and ROI analyses
- Ways to improve the odds of project approval
- Steps to prove your recommendation is "best"
- A step-by-step development process to create a business case

Eğitim İçeriği

1. The Case for a Business Case

- The Needs of Decision Makers
- Business Cases

2. Business Case Foundations

- Business Case Requirements
- Competition for Resources
- Business Case Roles and Responsibilities
- Business Case Content
- The Business Case and Project Portfolio Management
- The Business Case and the Product Life Cycle
- Business Case Process Overview

3. It Starts with Business Objectives

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- The Role of Business Objectives
- Types of Business Objectives
- The Business Case Subject Statement

4. Comparing Alternatives: Costs

- Answering Difficult Questions about Costs
- The Cost Model
- Cost Model Categories
- Cost Assumptions

5. Comparing Alternatives: Benefits

- Answering Difficult Questions about Benefits
- The Benefits Model
- Benefit Types
- Steps for Computing Financial Benefits
- Benefits Assumptions

6. Cash Flow and Financial Metrics

- The Cash Flow Statement
- Common Financial Metrics

7. Risk and Sensitivity Analysis

- Risk Definition
- Risk Analysis for the Business Case
- Sensitivity Analysis

8. The Business Case Process

- Business Case Process Overview
- Prepare Phase
- Methods Phase
- Analysis Phase
- Report Phase

9. The Business Case Document and Presentation

- Business Case Reporting
- Business Case Content
- Executive Presentation

10. Follow-Up: What Happens After Project Selection

- Business Case Re-Evaluation
- Final Recommendations for Business Cases