



Learning Centre

"Your Project Management Knowledge Connection"

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Building An Effective Business Case Workshop Outline

2 Day

PMI 14 PDUs or IIBA 14 CDUs



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"Your Project Management Knowledge Connection"

BUILDING AN EFFECTIVE BUSINESS CASE - WORKSHOP OUTLINE

Two of the major problems associated with business cases are organizations miss valuable opportunities and make less than optimum decisions because of poorly built and communicated business cases.

Workshop Overview

In this hands-on workshop, you will gain foundational knowledge of the key components of the business case. You will also learn basic tools, techniques in preparing clear business cases that will enable you to better evaluate business opportunities and make better decisions.

Workshop Benefits – Learning Objectives

- Gain a framework for understanding the business case
- Learn to create, analyze, evaluate and communicate a valid business case to meet your business' needs using a structured approach – Better vetting
- Apply business benefit mapping to corporate strategy and to project scope to ensure optimization of corporate resources
- Learn key estimating techniques
- Learn to ask the right questions
- Understand where the business case fits in the Project Life Cycle
- Identify and compare costs, benefits & risks of alternative solutions
- Apply sensitivity analysis to forecast & mitigate potential problems
- Present the business case effectively to key stakeholders to gain support
- Conduct the business assessment based on anticipated benefits

Workshop Format

This hands-on workshop employs a dynamic mix of a self-assessment **questionnaires** and action-learning team simulated **exercises** of "real-world" business and project environments that will provide you with practical experience in creating effective business cases. In addition, **hand-outs** are provided for reference, dialogue sessions and **reviews** are conducted for experience and idea sharing, and guided feedback from the Workshop Leader to reinforce learning.

This format will enable you to immediately apply basic business case preparation skills back at work.

Workshop Take-Aways

- Building An Effective Business Case Reference Manual
- Hand-Outs and Templates
- Certificate of Completion
- **14 PMI® PDUs or 14 IIBA® CDUs**
- Website & Book References

Who Should Attend?

The workshop is intended for anyone wanting to better understand the key functions in creating business cases, or business and technical evaluators who assess and report on a business case i.e. Business Analysts, Systems Analysts, Project Managers, Project Team Leads and Stakeholders.

The Workshop is very hands-on, hence it is limited to a maximum of 16 participants.

Inquire About Our Customized Workshop Solutions

If your business requires confidentiality or a tailored approach to your business, a customized approach is available. Call us at 604-461-0104, or email learning@ciki.ca .



BUILDING AN EFFECTIVE BUSINESS CASE - WORKSHOP OUTLINE

WORKSHOP INTRODUCTION

- Introductions
- Workshop Rules
- Workshop Agenda
- Workshop Format
- Workshop Objectives

UNDERSTANDING THE FUNDAMENTALS OF BUSINESS CASES – THE FRAMEWORK

- Project Success Factors
- Business Case Purpose
- Business Case Definition
- Business Case Key Components
- Financial Concepts
- Business Case Fit in the Project Life Cycle

CREATING THE BUSINESS CASE

- Key Activities in Preparing the Business Case
- Asking the Right Questions!
- Key Considerations
- Key Tools & Techniques
- Design Principles
- Estimating Techniques
- Understanding Return on Investment Models
- Key Lessons Learned

VALIDATING THE BUSINESS CASE

- Key Activities in Validating the Business Case
- Key Considerations
- Checking for Reasonableness!
- Checking for Completeness!
- Key Lessons Learned

ASSESSING THE BUSINESS CASE

- Key Activities in Assessing the Business Case
- Key Considerations
- Key Lessons Learned

WORKSHOP CONCLUSION

- Challenges
- Tips to Remember
- Opportunities for Improvement
- Website & Book References