

Writing Effective and Persuasive Business Case

One Full Day or Two Half Days



Overview

Corporate strategy execution depends upon developing and implementing the best solution in the workplace. Success factors, however, rely upon basing the solution on the right requirements, drawn from a sound and robust Business Case. A well-crafted business case document outlines the rationale for undertaking a business project, and it should be a formal, written argument that argues the reasoning to convince a decision-maker to approve an intended action.

A business case aims to capture all the information, secure approval of human resources and finances required to complete the project, and analyse risks and alternatives.

Our one-day course packs in all the information you will need to create compelling business cases that are comprehensive and persuasive.



Who Should Attend

Anyone who wants to develop a clear business case for decision-making can pursue this training. This skills-intensive course is ideal for business analysts, product managers, product planners, marketing managers, directors and corporate officers who regularly develop and present budgets, business plans and recommendations



Prerequisites

All are welcome to attend the program regardless of experience.



Delivery Mode/Training

- Face to Face or Online
- One full day or two half days
- Suitable time zones for - USA, UK, Europe, Middle East, India, Malaysia, Singapore, Hong Kong, Australia, and New Zealand.

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Topics Covered

- Where does the business case fit in our business model?
- How to identify stakeholders' needs and align your business case
- Strategies for developing a successful business case
- Identify market potential and compare market ratings of competitors
- Gather inputs including business capabilities and risks
- Elements that make up a persuasive argument for the business case
- Business Case Study Writing Tips and effective presentation
- Why Business cases fail, how to give just enough detail but not too much

After Attending The Program, Attendees Should be Able to

- Analyse, outline, and communicate a business case effectively in writing to meet your requirements
- Identify and compare costs and advantages of alternative solutions to the problem
- Think of and apply risk assessment techniques to forecast and mitigate potential problems
- Based on critical decision criteria, work out alternative solutions
- Communicate and present the business case effectively to critical stakeholders to gain acceptance