



excellence in project  
management learning

BUSINESS CASE DEVELOPMENT

A TWO-DAY WORKSHOP (14 PDUS)



interthink consulting

INCORPORATED

## Projects are undertaken to implement change... and to create value for your organization.

A Business Case provides you with the necessary framework to analyze and present this value and define the necessary ingredients for project success.

Projects are undertaken by organizations to create concrete business results. Making effective project choices requires a consistent means of defining and evaluating these results. Used properly, business cases are an essential tool in organizational decision making.

Business cases provide a consistent framework for making decisions about projects. They establish a uniform structure and vocabulary for making the most relevant organizational choices.

This workshop will introduce you to the tools and techniques of business case development. You will learn the most effective methods of planning, developing and presenting business cases, and receive practical experience that you can readily apply back on the job.

## our blueprint

### WHAT ARE THE PRINCIPLES USED IN DEVELOPING AN EFFECTIVE BUSINESS CASE?

Many project managers struggle with the process of developing an effective business case. This workshop establishes a solid foundation in business case principles and provides you with the tools needed to develop credible business cases. Like a good story, a business case has to present the characters, develop the plot and lead the reader to a successful conclusion. This workshop allows you to explore the process in detail and gain hands-on experience in applying the tools and techniques.

### THE BUSINESS CASE AS A PRACTICAL FRAMEWORK

The workshop introduces a practical process that defines the most effective way to develop a business case. You will experience each step in the process, including initiation of the business case, establishing scope, developing accurate estimates of cost and benefit and creating a compelling document and presentation of the results.

### THE TOOLS AND LANGUAGE OF BUSINESS CASE ANALYSIS

As with all methodologies, the tools of business case analysis have their own rules and language. During this workshop, you will be introduced to the concepts of rate of return, payback, discounting and cash flow. Effective means of quantifying tangible and intangible benefits will be discussed in detail. You will learn how to deal with depreciation and taxation and how to include these as a part of any analysis you may be asked to undertake.

## HANDS-ON EXERCISES

Like all good adult learning, the Business Case Development workshop consists of theory, discussion and hands-on experience. During this course, you will develop your own business case from conception to analysis to presentation.

## BUSINESS CASE TEMPLATES

Included with each participant package are templates for your use back on the job. You are encouraged to use and adapt these templates to accommodate the specific requirements of your projects.

## OUR PARTICIPANTS

This workshop will be valuable to anyone responsible for, or involved in, the preparation of a business case. This may include project directors, project managers, team leaders, corporate executives, senior managers, planners and analysts. The course will also provide those who are responsible for the financial budgeting and tracking of projects with an objective understanding of the process that is undertaken in planning and decision making.

## WORKSHOP FORMAT

The workshop is a combination of theory and hands-on exercises. Each exercise is targeted towards you fully experiencing all aspects of the process of business case development.

As this course is very hands-on, course size is limited to a maximum of 20 participants.

Each participant will be provided with a complete Business Case Development Participant's Guide that includes all materials presented during the workshop.

## PRE-READING

There are no pre-reading assignments for this workshop.

## BENEFITS

Unique benefits of the Interthink curriculum include:

- Smaller class sizes; most of our classes are limited to 20 participants, and often less.
- Public courses are fully catered, including a quality breakfast, lunch and snacks throughout the day.
- Detailed workshop manuals that provide on-going reference after the learning experience.
- Professional Development Units (PDUs) towards certification and re-certification as a PMP or CAPM.

## our commitment

The Business Case Development workshop provides a comprehensive guide to defining, analyzing and communicating business cases, including:

- Introducing the purpose and common elements of a business case
- Understanding the reasons for initiating and developing a business case
- Defining the problem to be solved and establishing a team to address the problem
- Defining the scope of the business case and the possible scenarios and alternatives to be evaluated
- Selecting and evaluating the appropriate financial models to fully articulate the costs and benefits associated with the project
- Conducting the appropriate financial analysis to draw effective conclusions
- Documenting the business case and presenting the recommendations
- Communicating the results of the business case and ensuring that the right message will be heard
- Closing the business case and moving the process to the next logical step in the project

## our program

### DAY 1 (8:30 – 4:30)

- Scope and objectives of the workshop
- Introduction of business cases
- Initiating the development of a business case
- Defining the strategies and alternatives for study
- Defining and selecting a financial model

### DAY 2 (8:30 - 4:30)

- Conducting the financial analysis
- Documenting the business case
- Communicating and presenting the business case
- Closing the business case and charting the next steps
- Course review and wrap-up

## our courses

Our courses have been designed so that their outcomes are relevant and employable on projects of any size and for any industry. Participants are able to immediately incorporate the tools and techniques they learn into the projects they are currently working on.

Interthink Consulting partners with educational institutions across western Canada in the delivery of advanced project management skills courses. Interthink's training and certificate programs are fully compliant with the PMI Project Management Body of Knowledge (PMBOK) and are ideal preparation for the PMP and CAPM certification examinations.

We want to talk with you about how we can support your project learning needs. Please contact us at our Edmonton, Alberta offices at 780/414.6391, or visit our website at [www.interthink.ca](http://www.interthink.ca).

Join others who have experienced excellence in project management training, and who have realized the value of this newfound knowledge in delivering successful projects.



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