



Building an Effective Business Case

Objectives:

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

- Understand the outline of a Business Case or Project Proposal
- Identify typical constraints, risks and resource requirements
- Align the project with long term goals
- Promote the business case to key stakeholders
- List the expected costs, benefits and financial returns



Summary

This course reviews the fundamentals of a business case as well as how to develop a winning project proposal and build a business case and present it effectively.

The workshop focuses on the ability to make better and more efficient decisions by using a business case to streamline problem solving, communication and decision-making. The goal of this workshop is for participants to be able to win approval for funding, resource allocation, and top management support.