

Developing a Business Case



Workshop Outline

Target Audience

This one-day workshop is aimed at people who want to be able to develop and produce a Business Case. The workshop will cover what needs to be in a business case and how to develop and present the information.

Workshop Aims

Participants will be able to:

- θ Develop and write a Business Case
- θ Know how to prepare financial and non financial data as part of the justification for a Business Case
- θ Effectively layout a Business Case to enhance its readability
- θ Understand how to present numbers/data and display graphs to enhance the Business Case whilst ensuring clarity of communication.

Agenda

Workshop introduction
The purpose of a business case
Developing the Business Case
Reasons/expected benefits
Cost and timescale
Investment appraisal
Writing the Business Case
The layout and use of numbers/graphs
Workshop review

Workshop Timing

09.00 to 17.00