

## 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