

Building Your Business Case

A business case document is a formal, written argument intended to convince a decision maker to approve some kind of action. A well-crafted business case explores all feasible approaches to a given problem and enables business owners to select the option that best serves the organization. The ability to write, as well as to present a clear and persuasive Business Case is essential for all people involved with managing projects.



After this training you will be able to:

- Produce a business needs statement
- Identify different options, as solutions
- Highlight the Benefits of the project
- Highlight the key risks of the project
- Summarize the financial costs
- Explain the ROI (return-on-investment)
- Write an executive summary
- Present the Business Case to decision makers

Training format and methodology:

This training is designed to be very **interactive** and **practical** and it will be specifically designed for EEB-CZ. There will be short trainer inputs on the different aspects of a business case. Then the participants will mainly work in groups producing business cases which will then be presented to the whole group



Trainer profile:

Trevor Smith is an experienced trainer, coach and consultant specialising in Leadership, Communication and Project Management training. He is a fully **accredited PRINCE2** trainer and over the last 12 years has completed training assignments in 22 countries for clients such as Honeywell, SAP, Lego, Dell, Kiwi.com, Boston Scientific, Johnson & Johnson. Born in Scotland and is now based in Prague.