

Developing a Business Case for Change



As a manager you make decisions that determine whether your organisation succeeds or fails. At the heart of any sound change decision is a business case that examines the options, gathers evidence and identifies the resources required and the benefits that might accrue. If you want people to listen to your ideas and take action you'll have to be able to present a clear and compelling business case. This workshop shows you how to make sense of the task at hand and build confidence in your ability to build a well-argued case. This skills building workshop is designed to help you:

- Identify the key steps in the planning process
- Perform the research with all the tools to undertake an analysis
- Devise, implement and evaluate a successful business case
- Develop key indicators to track progress
- Construct and write an unbeatable, logical business case
- Decide how and when to review and revise the business case

Course Outline

- What is a business case for change?
- Why do you need a business case for change?
- Objectives of a business case
- Differences between business case and business planning
- The key questions of the planning process: What problem are we trying to solve? What's the current situation? What's our desired outcome? What needs to change to achieve our desired outcome? What process should we deploy to achieve these results? Who should be involved in developing the business case for change?
- Using stakeholder and impact assessment data
- How to provide logical and reasoned arguments for your business case
- The role of budgets, targets and financial analysis including workforce planning
- Understanding the risks inherent in your business case and how to justify them
- Structuring the business case
- How to produce a business case using LCC specific templates and requirements
- The various audiences for the business case - understanding their needs
- Action planning

Duration

1 Day

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