

## **Making the Case for a Business Case**

### **Overview:**

In a court of law the attorneys put forth their case for a decision using evidence and reason. In business, the business case can be used to put forth a compelling plea for resources, a change in strategy or financial justification, just to name a few. Regardless of the desired outcome or purpose for creating the business case, similar to the case presented in court, reliable evidence and thorough analysis must be used when presenting a position to senior management. This workshop provides a comprehensive case template including financial calculators that can be used to demonstrate thorough examination to present ideas and opportunities to senior management.

### **Focus Areas:**

- Avoiding the common mistakes that cause most business plans fail
- Constructing the "Do Nothing" vs. "Do Something" approach that presents the reality of "as is" and "could be"
- Case risk analysis using sensitivity and scenario planning
- Customizing a 5 step business case model that can be used to propose any idea to the decision makers

### **OJI – On the Job Impact:**

- Make your case believable using the business case "Checklist for Success"
- Present your case using the measuring stick of financial and non-financial success metrics
- Use spreadsheet templates to present Cash Flow Analysis, Payback, Return On Investment, Internal Rate of Return and Net Present Value
- Decisions can be made using a fact based framework versus a personality driven emotional and/or political approach

### **Who will benefit:**

- Functional managers who are responsible for "operationalizing" ideas from senior management
- Senior leadership will benefit from a thorough and objective decision making framework