

# Workshop Outline



*"Your Project Management Knowledge Connection"*

## OVERVIEW

Two of the major problems associated with business cases are that organizations miss valuable opportunities and make less than optimum decisions because of poorly built and communicated business cases. In addition, most organizations are poor in appropriately preparing how to assess the realization of benefits and/or conducting the benefit's assessment.

In this hands-on workshop, you will gain foundational knowledge of the key components of the business case. You will also learn basic tools, techniques in preparing clear business cases that will enable you to better evaluate business opportunities, make better decisions and assess business benefits obtained.

## AUDIENCE

The workshop is intended for anyone wanting to better understand the key functions in creating business cases, or business and technical evaluators who assess and report on a business case i.e. Business Analysts, Systems Analysts, Project Managers, Project Team Leads and Stakeholders. The workshop is very hands-on, hence it is recommended to limit to a maximum of 16 participants.

## BENEFITS

- Gain a framework for understanding the business case
- Learn to create, analyze, evaluate and communicate a valid business case to meet your business' needs using a structured approach – Better Vetting
- Apply business benefit mapping to corporate strategy to ensure optimization of limited corporate resources
- Learn key estimating techniques
- Learn to ask the right questions
- Understand where the business case fits into the Project Life Cycle
- Identify and compare costs, benefits & risks of alternative solutions
- Apply sensitivity analysis to forecast and mitigate potential problems
- Present the business case effectively to key stakeholders to gain support
- Conduct the business assessment based on anticipated benefits

## FORMAT

The hands-on format features interactive discussion, action-learning and team simulated exercises. You will be grouped into teams that will work together in “real-world” project environments. Each team will use the tools and techniques presented in the workshop, enabling you to experience the process of collaborative planning and see its effectiveness firsthand. In addition, hand-outs are provided for reference, dialogue sessions and reviews are conducted for experience and idea sharing, and guided feedback from the Workshop Leader to reinforce learning. This format will enable you to immediately apply business case preparation skills back at work.

## TAKE-AWAYS

- Reference Manual
- Hand-Outs and Templates
- Certificate of Completion
- 14 PMI® Professional Development Units (PDUs)
- Website & Book References

## COURSE CONTENT

### Introduction

- Workshop Guidelines
- Introductions
- Workshop Objectives, Format & Agenda

### Business Case Framework

- Project Success Factors
- Business Case Purpose
- Business Case Definition
- Business Case Key Components
- Financial Concepts
- Business Case Fit in the Project Life Cycle

### Creating the Business Case

- Key Activities in Preparing the Business Case
- Asking the Right Questions
- Key Considerations
- Key Tools and Techniques
- Design Principles
- Estimating Techniques
- Understanding Return on Investment Models
- Key Lessons Learned

### Validating the Business Case

- Key Activities in Validating the Business Case
- Key Considerations
- Checking for Reasonableness
- Checking for Completeness
- Key Lessons Learned

### Assessing the Business Case

- Key Activities in Assessing the Business Case
- Key Considerations
- Key Lessons Learned

### Workshop Conclusion

- Avoiding the Mistakes of the Past - Tips to Remember
- Individual Opportunities for Improvement



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LEARNING CENTRE

### **Inquire About Our Customized Workshop Solutions**

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