

▶ **PM037 – Writing a Winning Business Case**

Aligning business cases to strategic initiatives will ensure business growth and competitive advantage

Establishing organization-wide business case models will ensure a common understanding in ways of aligning projects to strategic initiatives. Effective business cases assist in the decision making process for senior management. Deciding which projects to undertake can be a laborious process unless an informative business case is presented.

This course will instruct business professional in the art of business case development through discussions of proven models, techniques, templates, and case studies.

- ✓ How to plan a business case
- ✓ Research and information gathering techniques for business cases
- ✓ How to uncover your clients' motives and needs for change
- ✓ Methods of business case development
- ✓ Benefits/cost analysis
- ✓ Return on Investment
- ✓ How to establish and maintain good relationships
- ✓ The business case as a project
- ✓ An introduction to solution selling
- ✓ How to establish clear business case objectives, goals
- ✓ Effective business case presentation
- ✓ What to avoid and include in business cases