



## Making the Business Case

delivered by:



### Programme Overview

Harnessing the creative energy of all the company's employees is often stated as a company critical success factor. Yet all too often, the benefits from good ideas are lost because the individual is not sufficiently competent to put together a compelling case in terms that will make the right management react positively.

This programme is for those who need to become more effective at getting their ideas and proposals accepted within an organisation, whether in a commercial sales role, in a management position or in an administrative / professional role. It is designed to develop the skills needed to think through a case and express it in contextual, business and financial terms; thinking through the route within the organisation to get to the relevant decision maker; and the persuasive presentation of the proposal, whether in written or verbal formats.

### Programme Objectives

By the end of the module participants will:

- Understand the need to put their ideas into the context of the company goals and values
- Be able to put together a simple cost benefit case, converting intangible benefits into tangible ones
- Think through the implications of their ideas to find wider benefits and determine critical stumbling blocks
- Understand the decision tree and be able to navigate to the right person in the organisation through the appropriate channels
- Plan their presentation in terms relevant to the person they are trying to convince
- Have been on their feet presenting a persuasive case with confidence and clarity.

**Duration:** Two day module



## Making the Business Case

delivered by:



### Key Points

- Expressing your idea as a benefit to the organisation
- Testing the water – what do you need to do to develop the case?
- Thinking it through – what stops it being viable?
- Tangible and intangible benefits
- Testing for realism and practicality
- Creating a cost benefit case
- Simple cash flow projection
- Who needs to be on board to support the case?
- Getting to the decision maker
- Your proposal from all angles
- Senior management drivers
- Why people will 'buy'
- The 5 P's to represent your case
- Planning your presentation
- Delivering with confidence

**Maximum number of delegates: 12**

**Cost: Members - 2.5 units, £375 +VAT**  
**Non-members - £562.50 +VAT**

To register please email the Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)