



Business Case Skills training day

This is from the **In-A Day™** series of training courses delivered by Ed and other bridgers for groups and individuals. The **In-A Day** series is designed to help people without previous formal training to grasp the underlying strategy and to take away an actionable plan and process to achieve key business deliverables safely and professionally. These courses are intended to challenge average to good candidates and deliver maximum value for the investment by covering ground that might be spread over a much longer period in other circumstances, but are nevertheless proven to deliver value for average candidates who start their task soon afterwards and utilise the free support service.

Who is the training for?

The course is suitable for experienced managers in any business with a good grasp of business and basic finance or budgeting, who are about to begin the process of building a business case for a new potential investment in business change or systems.

Prerequisites

- Good written and verbal English and experience of working at a middle to senior management level within an organisation.
- Basic consulting skills, or ideally have recently completed the **In-A Day™** course entitled "Business Requirements Approach", or similar material, or a good basic business qualification.
- Ability to grasp basic finance principals such as NPV and to work comfortably with spreadsheets.

It is recommended that this is taken immediately before beginning on Business Case Development task, in order that the material learned is immediately driven home by real world experience

Benefits

- At the end of this course, the candidate will have understood the challenges and the critical success factors attributed to the task engaging stakeholders to identify and quantify benefits and associated costs for a proposed system, or business change project.
- The candidate will have learned the basics of estimating tangible benefits and estimating and presenting non tangible benefits in the context of a business case.

- The candidate will leave with course notes and business case template documents to help them proceed with the task.
- The candidate will be entitled to up to one hour of telephone or email based support after the training course has ended.

Course syllabus

- Why build a business case?
 - Basic theory of investment and capital utilisation
 - The emphasis on communication
- Consulting basics
 - The correct approach and mindset
 - Identifying the right stakeholders
- Business case basics
 - How to clearly identify the goal in terms of away from and/or towards.
 - Defining the do/nothing scenario and dealing with the unknown
- Financial evaluation
 - Fit for purpose estimation
 - Breakeven and beyond
 - Dealing with intangibles
 - Defining error margins, confidence levels and stretch
- Reporting
 - Evaluating and presenting the options
 - Writing the executive summary
 - Presenting the business case and answering questions

What do I get on the day?

On the day you will receive a carefully targeted syllabus designed to give you the tools you need to complete the task described.

You will gain basic skills needed to collect and record key business information required for a business case

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You will become familiar with [a business case](#) template

You will gain an appreciation of the calculations needed to present the financial case accurately and confidently and to answer questions on your calculations.

You will take part in a mock presentation and question session

You will gain access to one hour of free telephone or email support

You will receive a **In-A Day™ Business Case Skills** certificate of training

What does it Cost?

For one to five people attending, the cost is £1,980 plus travel expenses if outside of UK you are expected to provide a suitable room for the day with a whiteboard and projector.

To find out more contact enquiries@thebridger.co.uk

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