

Writing Persuasive Business Cases

Whether initiating projects, proposing investments or planning other initiatives, clear evidence needs to be presented that the opportunity is worthwhile. Carefully defining the benefits and justifying the costs will put forward a strong logical case.

This course helps you build and write such business cases. Learn practical tips and skills to structure documents and write in a gripping style. After this program it will be easier to gain approval for proposed business plans.

Duration

- One-day face-to-face or
- 2x 3.5 hours live virtual training

Audience

This program is designed for anyone needing to write business cases proposing investment in programs, products or projects.

Outcomes

Learn how to:

- Navigate the systematic processes needed to develop a business case
- Bridge the gap between technical justifications and business expectations
- Develop a personal business case checklist
- Identify key information to address tricky questions
- Compare the costs and benefits of alternative solutions
- Forecast and mitigate risk
- Develop a clear and succinct writing style
- Incorporate tables and graphics.

Business Case Writing group training - using your documents

Where relevant, we will use your organisation's internal formats, templates and style guide.

We will also use anonymised examples of participants' writing in the workshop. With this material the facilitator:

- Assesses their writing ability
- Gains a thorough understanding of the written work they prepare
- Extracts examples for use as training material within the program.

Ask us how we apply this to your organisation.

We deliver our tailored business writing courses across Australia and abroad.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au or start a 'chat' on our website icml.com.au/.

Virtual Workshops

We deliver programs in interactive, live online workshops, accessible from a device anywhere.

Highly impactful learning

- Replicating face-to-face workshop experiences through conferencing technology.
- Using extra features for engagement: polls, quizzes, chat, electronic whiteboard.
- Learning in multiple shorter bursts – allowing practice between sessions.

Benefits of virtual workshops

- Attend the training from the comfort of home or personal workstation.
- No travel time or expenses.
- Multiple short sessions – less impact on work.

Simple access

- You need: a device with camera and a quiet place.
- No software needed.
- Click on a link to gain access.
- Works on any personal device and most corporate systems.

Tailored group training – in-house or through virtual workshops

Ask us how we will tailor this program to your organisation or team. Benefits are that we tailor the:

- *Content* to suit your organisation's needs.
- *Delivery* to reflect your procedures, values, examples and terminology, which encourages participants to apply their new skills in their roles.
- *Duration* to suit the availability of your team members and your budget.

Request a quote

Please call 1300 655 098 to ask us how we can tailor a program to your needs.

Alternatively, email us at info@icml.com.au.

