ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP

FINANCE

Developing a Robust Business Case

Building evidence-based recommendations – the robust analysis that underpins a compelling business case.

WHO IT'S FOR

Managers, project leads and analysts who build proposals for funding.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Frame the problem and define what the case must decide
- Identify and compare realistic options, including doing nothing
- Estimate costs and benefits and analyse them soundly
- Test the assumptions, sensitivities and risks behind the numbers
- Recommend the option the evidence supports
- Present findings so decision makers can act on them

ABOUT THIS PROGRAM

A business case is only as strong as the analysis underneath it. Our business case development training teaches participants to frame the problem, identify the options and test each one for cost, benefit and risk before a word of the proposal is written. They learn to challenge their own assumptions, quantify what can be quantified and recommend the option the evidence supports. They leave able to build a case that stands up to scrutiny, working on a real proposal from your organisation.

Tailored to your organisation

We build in your investment criteria, templates, approval thresholds and policies, and the language your decision makers use, so business case analysis training fits how your organisation approves proposals.

> "Loved Mechelle's presentation and facilitating style – this course was excellent!

Hub Australia – Ryan

Talk to us about this program

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Enquire online