ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Writing Persuasive Business Cases

Write clear, persuasive business cases that get approved.

WHO IT'S FOR

Staff and managers who write business cases to win approval or 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 the case for change clearly
- Structure a business case around decision-makers' questions
- Present options, costs, benefits and risks fairly
- Write a recommendation that is easy to approve
- Use evidence and figures to build credibility
- Summarise the case in a page that stands alone

ABOUT THIS PROGRAM

Our business case writing training deals with the proposals that stall: a sound idea buried in detail, options that are not compared fairly, costs and benefits that do not add up on the page, a case that answers questions nobody asked. Participants learn to structure a case around the decision-maker's questions, present the problem, options, costs, benefits and risks clearly and write a recommendation that is easy to approve. They draft real case sections in the session, so stronger, more persuasive cases follow.

Tailored to your organisation

We work with your business case template, approval process and typical decisions, so the program fits how proposals are assessed in your organisation.

Talk to us about this program

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Enquire online