Module I

- Introduction to Business Cases
- Writing Business Cases to fit into business models.
- Business Case Principles
- Planning your Business Case – a summary
- Identifying stakeholders' needs
- Aligning your business case with strategic requirements
- Strategies for developing a successful business case.
- Identifying market potential and comparing market ratings of competitors
- Gathering inputs including business capabilities and risks involved in the proposed business.

Module II

- Making up a persuasive argument for the business case
- Building a compelling case supported by data, tables and so on
- Writing Business Case Studies - Tips for effective presentation
- Using appropriate language – Consistency and credibility without bias
- Typical Business Case Templates
- Business Case Checklists
- Why Business Cases fail - How to give just enough detail but not too much.
- Business Case Writing session & creative discussion