

# DEVELOP A BUSINESS CASE COURSE

“The planning fallacy is that you make a plan, which is usually a best-case scenario. Then you assume that the outcome will follow your plan, even when you should know better.”  
Daniel Kahneman



## OVERVIEW

This course helps people write a business case for improvements that enables senior management to make clear decisions as to which way to proceed.

The ability to develop and implement a business case is a key requirement for all managers. Business cases analyse the benefits, potential outcomes and costs and issues of carrying out the proposed activity and make recommendations for moving forward. The business case enables decisions to be based on sound planning. A business case can be used effectively in a range of business sectors including operations, marketing, human resources (HR), resource acquisition, business expansion, introduction of new products or services and sales. This course gives a practical guide to preparing and using a business case in a professional way.

## WHO IS THIS COURSE SUITABLE FOR?

This course is suitable for anyone who may need to submit a business case.

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## COURSE CONTENT

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SESSION	KEY LEARNING CONTENT
<b>Business case development</b>	<ul style="list-style-type: none"><li>- When and why prepare a business case?</li><li>- Sponsorship for the business case</li><li>- An adaptable format for a business case</li><li>- Sourcing relevant information</li><li>- Correlating information</li><li>- Overview of the business case</li><li>- Situational assessment</li><li>- Critical assumptions and constraints</li><li>- Stakeholder needs and interests</li><li>- Analysis of options for improvement</li><li>- Proposed options and key benefits</li><li>- Implementation strategy</li><li>- Risk management</li><li>- Putting the business case elements together</li></ul>
<b>Business case planning in practice</b>	<ul style="list-style-type: none"><li>- Practise business case planning</li></ul>
<b>Present the business case</b>	<ul style="list-style-type: none"><li>- Present the business case to the manager or leadership team</li></ul>

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## HOW THIS COURSE DRIVES RESULTS

- Receive business ideas as clear plans that can be evaluated and potentially implemented providing business improvements to performance, productivity or innovation
- Set clear expectations regarding business case plan content and format
- Encourage the submission of business cases for improvements to work operations

## STANDARD DURATION

- 1 day In house course (short course or module in a training program) or
- 3 session coaching program



### Develop a Business Case Short Course

Frontline Management Institute | Sydney, Australia  
[www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au)  
Email: [fmi@fmi-au.com](mailto:fmi@fmi-au.com) | Phone: +61 2 9660 0199

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## CUSTOMISED COURSES

FMI is able to design a bespoke training course specifically for your organisation.

FMI's team has extensive experience designing courses and programs for clients across a range of industries and for a range of purposes.



FMI can develop workshops, course materials and activities that are designed to meet your objectives. In addition to tailoring content, FMI can design assessment tools and projects.

These programs can be aligned with role descriptions, performance management systems, capability frameworks and other key learning and development standards and programs that the organisation has in place.

FMI is able to customise the program so that it can be presented as an in-house program with your organisation's branding and specific content such as a graduate entry program. Programs can be delivered by FMI or by someone from within your organisation.

FMI can provide capability overviews for each of the modules for your review. Please contact FMI to discuss which modules are appropriate for your management teams

## MORE INFORMATION

Reading an overview is often not enough to make a decision about whether that course or program is suitable for you, your team or organisation. Please contact us to discuss your specific challenges, development needs and strategic initiatives. We can advise you on suitable learning and development solutions, even if it includes courses, programs or services not included in our catalogue.

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## ABOUT FMI

The Frontline Management Institute (FMI) uses a practical, work based approach to deliver high quality, engaging and flexible management training and coaching that drives results for managers, their teams and their organisations.

With over 20 years' experience designing and delivering, FMI has helped thousands of managers and leaders to raise their standard of work whilst also ensuring organisations achieve a healthy return on investment. We have worked across many sectors including construction, infrastructure, resources, energy, community, health, consumer products and services, government and public services, financial services, technology, media and communications, transport and logistics. We work with people across a range of levels of experience and seniority including:

- Managers and leaders
- Frontline managers
- Team leaders and supervisors
- New managers
- New supervisors and team leaders
- Teams and team members

## ENQUIRIES AND BOOKINGS

For more information please contact our friendly team and we will be happy to discuss with you.

Phone: +61 2 9660 0199

Email: [fmi@fmi-au.com](mailto:fmi@fmi-au.com)



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