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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 1 Day

Building Better Business Cases

About This Course:

Strong business cases identify feasible and effective ways of meeting a business need, whether a problem or opportunity, and are used to justify and recommend projects to meet those needs. A solid business case will help avoid investing in initiatives before understanding the underlying problem or ending initiatives without knowing whether the investment yielded the business results needed. Through this course, you will learn a repeatable process that starts with identifying business needs and ends with a compelling business case.

This course has been approved by PMI for 7 PDUs and by IIBA for 7 CDU

Course Objectives:

- Describe the essential components needed for an effective business case.
- Plan and create a business case using a structured approach.
- Understand business needs through solid situation statements.
- Select and use appropriate techniques for determining root cause.
- Identify components of an implementation plan and evaluation measures for a business case.
- Use one or more of the methods to formulate recommendations in a business case.

Audience:

- Process and business analysts, business process owners and executives, project managers, general business staff, and anyone who needs the skills to improve and/or manage business processes.

Prerequisites:

- None

Course Outline:

Business Case Basics

- Key terms & concepts
- Benefits of a business case

- SARIE Framework for business cases

Define the Situation (Business Need)

- Determine the right problem to solve or opportunity to seize
- Create a solid situation statement

Analyze the Situation

- Analysis tips
- Three root cause techniques (5-Whys, Fishbone Diagram, Process Diagram Analysis)

Recommend Solution Options

- Develop recommendation options based on analysis results
- Techniques (weighted ranking, risks-assumptions-constraints)

Determine Implementation Approach

- Implementation considerations
- OCM strategy

Define Evaluation Criteria

- Define evaluation criteria
- Prepare and present the business case