

PRESENTING A COMPELLING BUSINESS CASE

Course Code: MA212

Duration: 1 day

Credits: 7 PDUs

Course Description

In a fast-paced, results-driven environment, the ability to present a compelling business case is essential for influencing decisions, securing resources, and driving strategic initiatives forward. This comprehensive one-day course provides a structured approach to crafting and delivering business cases that resonate with stakeholders, demonstrate value, and inspire action. Participants will learn to combine strategic thinking, business justification, and persuasive communication to build cases that stand up to scrutiny and lead to successful outcomes.

Target Audience

This course is ideal for professionals who are responsible for proposing, evaluating, or presenting business initiatives, including (but not limited to):

- Project and program managers
- Business analysts and consultants
- Functional leaders in finance, operations, HR, IT, and strategy
- Anyone preparing proposals for executive or investor review

Course Objectives

By the end of this course, participants will be able to:

- Define the purpose of a business case and tailor its messaging to resonate with diverse stakeholders.
- Build a logically structured business case with proven guidelines that enhance clarity and credibility.
- Boost the business case by linking key elements to strategic priorities, goals, risk exposure and metrics.
- Make business case presentations impactful with confidence and tough question handling strategies.

Course Outline

Module 1: Understanding the Purpose and Audience

- Define the strategic intent of a business case
- Identify key stakeholders and decision makers
- Tailor messaging to different audience types
- Anticipate objections and align to organizational goals

Module 2: Structuring a Persuasive Business Case

- Leverage a best-practiced business case template
- Define problem or opportunity with facts and evidence
- Enhance understanding and engagement with visual aids
- Organize a concise well-structured executive summary

Module 3: Enhancing with Strategic Justification

- Augment business need in strategic terms and focus
- Differentiate options with strategic advantage scoring
- Factor in strategic risk exposure in decision making
- Quantify expected benefits with strategic metrics

Module 4: Communicating with Impact

- Present business case with proven impactful tips
- Control vocals and nonverbals to impact the 4 Cs (Clarity, Confidence, Credibility, and Conviction)
- Influence decision makers without authority
- Handle audience tough questions and pushback