

Creating Compelling Business Cases



A good business case can drive organizational change by getting organizational attention and providing better solutions with greater commitment to implement.

Eliciting buy in from key stakeholders is essential for any change effort to succeed. We help organizations drive change by helping them build business cases that get attention, consider all of the issues, and build stakeholder commitment for implementation.

Our high impact training course is based on years of experience as consultants and trainers in all aspects of change management.

Why attend Creating Compelling Business Cases?

When your people can convince others of the need for change, your organization can better meet customer needs and improve your long-term competitive position. This course shows your employees how to create a powerful, persuasive presentation that will help win organizational support and drive change.

Who will benefit?

Any of your people who need to make change happen within an organization, particularly those who need to sell their idea “up” to a manager, senior management team, or Board of Directors.

What will they be able to do?

- Learn to identify a problem or opportunity
- Identify key stakeholders impacted by a change
- Understand the four motivators for change
- Learn to sell the need for change by establishing a “burning platform”
- Identify and verify the assumptions made about customers, markets, resource constraints
- Establish defensible and compelling criteria for evaluating options
- Manage the risk associated with change, reviewing the potential impact on people, processes, and technology
- Present the business case in writing and orally
- Establish a clear plan for change execution

When is the best time to train your people?

The Creating Compelling Business Cases workshop gives your employees the tools they need to make change happen. This building cannot happen too soon.

Where can you get more information?

Contact us by email at info@processdesign.ca, or visit our website at <http://www.processdesign.ca> for more information on how your people can become agents of change.

How it's done

Two-day workshop

Day 1

- Introduction
- Decision success factors: Better solutions; more buy-in
- Five excuses for not buying in and how to overcome them
- Components of a Business Case
 - Three key components: Benefits, Costs and Risks
 - Two aspects of change: Opportunity and Risk
 - The impact of change: The change equation
 - Motivators for change (and the change grid)
 - Simple business case

Day 2

- Costing the Business Case
 - Parametric versus detailed estimates
 - Project costs (direct and indirect)
 - Cash flows (reduced cost or increased revenue)
- Confirming the Benefits
 - Cash flows and interest rates
 - Cost/benefit ratios and sensitivity
- Determining Risk
 - Assessing risk (quantitative versus qualitative)
 - Managing risk (avoiding and mitigating actions)
- Putting it all together
 - Creating the business case
 - Presenting the business case

To give your people a thorough workout, the workshop is divided into presentation and discussion, 6-hours; case study resolution, 4-hours; and application to work-related projects, 5-hours.

The Creating Compelling Business Cases workshop gives your people new tools to use the day they finish the workshop. There is no need to change internal processes or procedures. No need to reorganise or buy new software. Your people can simply get on with being more productive.

The workshop is also available in a three-day workshop, focusing on your organization's specific change management needs.

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