Building an Effective Business case

Duration: 2 days
Audience: Analyste d'affaires

Who is this training for?

- Business Analysts
- Project Managers
- Managers

Training objectives

By putting into practice business analysis and financial analysis techniques, this workshop demonstrates that the quality and relevance of the elements of a decision file are valid and ensures that the defined objectives are transformed into measurable value for the company.

Summary

The business case is the key element in selling a product, an idea or a solution. Knowing how to sell your idea is an art, but it is also a technique. It is essential to know how to put down on paper a coherent list of the strategic and economic arguments in favor of a solution in order to ensure good communication and the success of what you want to undertake. From the definition of the need to the creation of a high-level implementation plan, this workshop is intended for anyone who needs to present recommendations for initiatives. Using business analysis techniques and financial analysis, this workshop puts into practice techniques that validate the quality and relevance of the elements of a decision file and also ensure that the defined objectives are transformed into real value for the company.

Course outline

- Plan the business analysis approach (P1.3)
- Determine the appropriate level of formality and detail of business analysis deliverables
- Discover goals and objectives (D1)
- Identify the root causes of problems
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State at high levels the desired outcomes

- List business needs (D31, D32)
- Organize business needs in a modifiable way
- Organize business needs in an easily understandable way
- Identify value in the target situation (D4)
- Estimate the value of the elements of the target situation
- Establish the scope of change (D6)
- Define and model the scope
- Analyze the impact on the organization
- Break down information (S2)
- Use decomposition techniques to segment information into manageable elements
- Validate requirements (S71)
- Organize the requirement according to the goals and objectives of the organization and users
- Assess risks (E21)
- Identify associated risks to the needs

Approach and methodology

- Practical: 60%
- Theoretical: 40%

Prerequisites

Knowledge of business needs

Recommendations

It is recommended to have prior experience in business needs analysis and project management