

Better Business Cases training and certification

Overview

Better Business Cases training & certification helps individuals and organizations to successfully adopt and apply best practice when developing business cases and spending proposals.

Background

- ▶ Vast sums of money are invested in projects, programmes and change initiatives.
- ▶ Business cases or spending proposals typically act as the catalyst for change.
- ▶ Projects and other change initiatives are at risk of failure (time, scope / cost / benefits / ROI) if the business case fails to accurately scope key aspects of the initiative.
- ▶ Particularly important in the public sector where taxpayer funds are at stake.

What is it based on?

Better Business Cases training and certification is based on **HM Treasury's Green Book** (UK central Government guidance on appraising and evaluation policies, programmes and projects) and the **Five Case Model** (a discipline and structure for arriving at the best possible decision).

Why Better Business Cases?

- ▶ Guidance extensively tested and used by UK Government and increasingly adopted outside the UK.
- ▶ The Five Case Model guidance ensures that all major factors are considered.
- ▶ Initiatives often fail at the first hurdle as the business case fails to convince senior management of the return on investment.
- ▶ This creates a major problem for project teams as they struggle to secure funding for essential change initiatives.
- ▶ Creating effective business cases and spending proposals is critical to securing funding and management buy-in.
- ▶ Individuals need an opportunity to develop their capabilities to create, review and adapt effective business cases.

Target Audience

- ▶ Project / Programme Managers / Directors.
- ▶ Project / Programme team members.
- ▶ Specialist advisors and others involved in the development, scrutiny and approval of investment proposals.
- ▶ Applicable to any industry or sector.

Course durations

Training and certification is available at Foundation and Practitioner levels. Foundation courses = 2 days; Practitioner courses a further 3 days. Consecutively over 5 days. The examination/s can be completed at the end of the course/s.

Benefits for organizations

- ▶ Develop transparent, objective, evidence-based appraisal and evaluation practices to better inform & improve decision making.
- ▶ Reduction in unnecessary spending and consultancy costs.
- ▶ Adopt processes and guidance designed to optimize value from investments in change.
- ▶ Develop the skills of employees involved in the development and scrutiny of business cases & spending proposals.
- ▶ Stop initiatives proceeding that are unlikely to provide value for money and/or deliver the intended benefits, reducing costs and other negative impacts.
- ▶ Adopt and adapt existing best practice; no need to develop a unique framework & processes (often at significant cost).

Exam information

- ▶ **Foundation:** multiple-choice format (40 mins, 50% pass mark)
- ▶ **Practitioner:** objective-testing format (2.5 hours, 50% pass mark)

Individual benefits & learning outcomes

- ▶ Understand and apply the structure and key terminology of the Five Case Model, specifically:
 - ▶ The philosophy and underlying rationale of the Five Case Model
 - ▶ The different types of business cases, their purpose, and who is responsible for them
 - ▶ The development lifecycle of a business case and relationships between the five cases
- ▶ Develop effective, well-considered proposals that secure support and management / stakeholder buy-in.
- ▶ Develop business cases and spending proposals that:
 - ▶ Establishes a clear need for intervention (a case for change)
 - ▶ Sets clear objectives in terms of return on investment
 - ▶ Considers a wide range of potential solutions ensuring an optimal balance of benefits, cost and risks.
 - ▶ Sets out arrangements to ensure successful delivery of the proposal
- ▶ Develop knowledge and skills to robustly and effectively review spending proposals to ensure maximum value and return on investment.
- ▶ Enhance your CV and boost future employment prospects.

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