



▶ **Target Audience**

Anyone who needs to write clear, concise and persuasive business cases for information technology projects or initiatives.

▶ **Prerequisites**

None; IT Investment Management Best Practices is recommended

▶ **Special Features**

- IT-oriented case examples
- Systematic approach suitable for non-financial professionals

▶ **Benefits Highlights**

- The business merits and strategic implications of worthwhile ideas are clear
- Poor solutions are weeded out before significant time and money are invested

▶ **More Information**

- Call for quotes for on-site training scheduled at your convenience.



How to Build an IT Business Case

"The '12 Questions to Answer' is an invaluable guide. Now I have a roadmap to follow."

How to Build an IT Business Case -- One-Day Seminar -- A business case is logical, fact-based explanation of the reasons for approving a project. Case development and presentation is a skill; learn how in this course.

It takes more than a good IT solution to win executive endorsement; decision-makers want proof. Today, technical professionals and business analysts must be able to deliver clear, concise and fact-based arguments to win approval for projects. Leading organizations call this a "business case".

Knowing how to "make the case" for IT doesn't come naturally to most people. We don't learn it in school; and, even leading organizations are just starting to provide helpful instructions. Yet, it is an indispensable skill for securing endorsement for large and small projects – right now!

How to Build an IT Business Case enables IT professionals and business analysts to deliver credible, fact-based explanations for a recommended course of action. At the end of this one-day session, you will:

- Know what a business case is and what information you must include
- Have a step-by-step development process guide to follow
- Be able to present a clear, concise, fact-based case for your IT project
- Improve the odds of securing approval for your project

In **How to Build an IT Business Case** you will learn how to:

- Frame the Business Problem to Solve
- Show Stakeholders' Change Expectations
- Demonstrate "Due Diligence" by Describing Plausible Alternatives
- Win Credibility by Presenting Viable Alternatives Pros and Cons
- Prove Why Your Recommendation Is "Best"
- Deliver the Facts Clearly and Persuasively

Select Course Topics

Facts Decision-Makers Expect

- What an IT Business Case is; purpose and generic content
- The Business Case and system life-cycle decisions
- Model Case: 6 core elements ; 12 basic questions to answer

Frame the Decision for Stakeholders

- Explain the business problem; show the change expectations
- Write powerful objective statements that leave no doubt about the value
- Show the range of potential solution options considered

Describe the Analysis Process & Results

- Show how and why the "viable alternatives" were selected
- Measure the benefits of alternatives vs. the business objectives
- Provide the cost of ownership
- Summarize the risks and ROI

Make the Case for IT

- Keep it simple and fact-based
- How logic and facts are used to "make the case"
- Communicate what decision-makers want to know in a language they understand

IT Investment Planning Track

Learn a technique for clarifying strategic business options – the Preliminary Business Case