



Workshop Description



How to Build an IT Business Case

Overview/Description

A business case is logical, fact-based argument (a “case”) advocating business investment a course-of-action. This workshop focuses on building the business case for investment in a project or acquisition. Information technology (IT) projects and acquisitions are emphasized.

RMS has successfully delivered business case training to business and government professionals for over 15-years. Workshop participants are typically IT professionals and business analysts. They still expect three things from this workshop:

- A practical, repeatable case-building process to follow
- Useful templates ready to use or adapt
- Real-world examples that illustrate lessons learned

It takes more than a good IT solution to win executive endorsement; decision-makers demand proof. Today, anyone who advocates investment in a project is expected to “make the case”. Workshop participants learn how to deliver a basic project business case that is: concise, clear, credible and compelling.

Target Audience

Our workshop participants are busy professionals who must complete informative and persuasive cases quickly. Top-level management expects them to “make the case”. The stakes are high. The decision choice is simple: “Go” or “No-Go”. A successful case can secure executive buy-in; a weak case leads to outright rejection or endless requests for “more information”.

Professionals in commercial or government organizations who propose and make “Go/No-Go” project decisions. This is for people who:

- Write all or part of a business case
- Review cases prepared by others
- Use case information to do their jobs

Learning Objectives & Take-Aways

This workshop is practical rather than theoretical. Participants learn “what to do” and “how to do it” step-by-step. Every participant will be able to:

- **Prove** – Business Motive, Best Means, and Business Value
- **Be** – Concise, Clear, Credible, and Compelling
- **Apply** – A practical, repeatable step-by-step case-building method.

Every participant receives an 80-page session workbook. The class workbook includes: step-by-step case-building instructions, more than 25 useful writing and data table templates, and real-world illustrative examples.

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Prerequisites

There are no prerequisites for this workshop.

Participants often ask several important questions about prerequisites during the workshop. Here are three:

1. Do I need to know accounting or finance?
No. Accounting and finance knowledge or skill is not required for this workshop. When finance-related topics are discussed (e.g., “financial ROI”), the material is presented and explained in plain language that anyone can understand.
2. I'm a technical professional – not a writer. Will this hamper learning?
Not at all. The case-writer's role is to gather the best available facts and explain what the facts reveal in simple terms. The workshop provides templates and examples to guide you. Participants are not expected to be expert writers.
3. This is all new to me. Will this be over my head?
Very few people have completed formal business case-building training. Even if you have never seen a “business case”, you will be able to learn and apply the straightforward step-by-step technique taught in this workshop.

If you have other questions about prerequisites or aren't sure if this workshop is for you, just ask. We will be pleased to answer any questions or concerns. Write to us at inquiries@RMS.net. One of our expert trainers will answer you. No sales person will contact you – we don't have any!

Course Length

This is a one-day workshop.

RMS' curriculum is designed to meet the needs of busy professionals. Learn what you need to know, when you need to know it.

More Information About the Business Case Workshop

You are likely to have some questions about this workshop, e.g., “how much does it cost?” [Click here](#) to see answers to the following questions:

- How much does this workshop cost?
- Where is it delivered?
- How is this different from other business case courses?
- Is this a basic or advanced workshop?
- Information technology is emphasized – is this useful for other purposes?
- How large are the classes?
- How is the workshop presented?
- We're considering an in-house delivery, how can I get a cost quote?
- We want the course at our location; but we don't have enough people to fill a class. What are our options?
- I'm not sure if this is right for me. Can I speak with an instructor?
- How can I get a copy of the workshop syllabus?
- Can I see some of the class media materials?
- What is the workshop instructor's experience?
- Do government agencies use the “business” case for project & acquisition decisions?

More...

- [Register for Open Enrollment in NYC](#)
- [Workshop Syllabus](#)

- [Course List & Descriptions](#)
- [Schedule a Course at Your Location](#)
- [Request a Quote for Delivery at Your Location](#)
- [Contact Us](#)

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