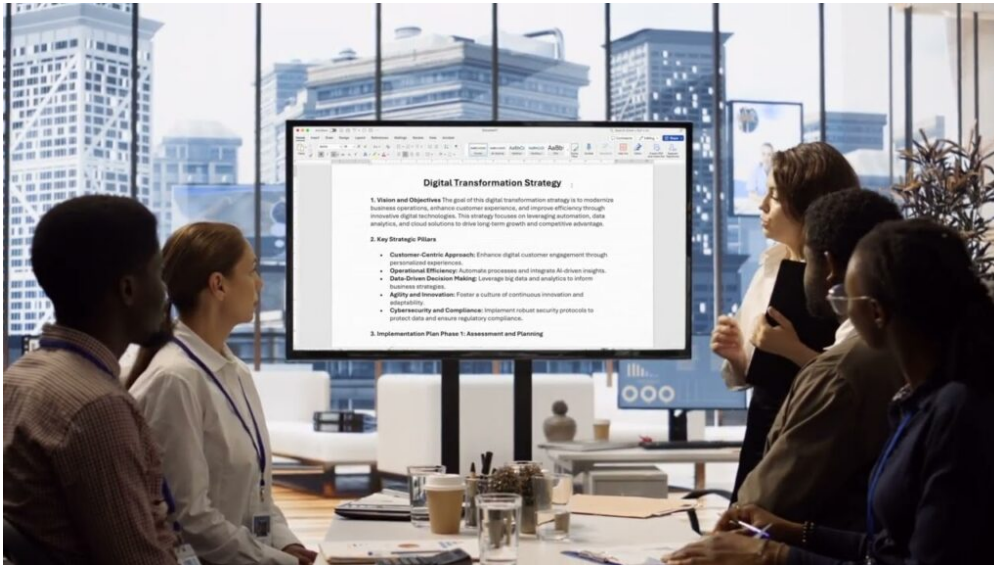


The new 5CS model: explained

May 20, 2025



Crafting a compelling business case can feel like an uphill battle, especially when you're a Project Manager trying to secure approval and resources for your next big initiative.

If you find yourself wrestling with spreadsheets, struggling to articulate the true value of your project, and ultimately facing resistance when it comes to sign-off? You're not alone.

Many project managers experience the pain of developing business cases that just don't hit the mark. It's frustrating when you know your project is a winner, but you can't quite translate that vision into a document that convinces stakeholders and secures the necessary buy-in.

The newly developed 5CS model has been developed to solve a problem that is all too common, for even the most experienced PM. In the short video we explain the core elements of an effective business case, offering practical strategies to move from struggle to success.

Discover how to clearly define your project's objectives, quantify its benefits, and present a rock-solid rationale that resonates with decision-makers. And stop letting weak business cases derail your best project ideas.

Watch now and transform your approach to winning project approval.

For more information on the 5CS model, supported by APMG, [check out the site here](#).