

ENSURE YOUR PROJECTS & PROGRAMMES ARE SET FOR SUCCESS

Why is a good business case / investment proposal important?

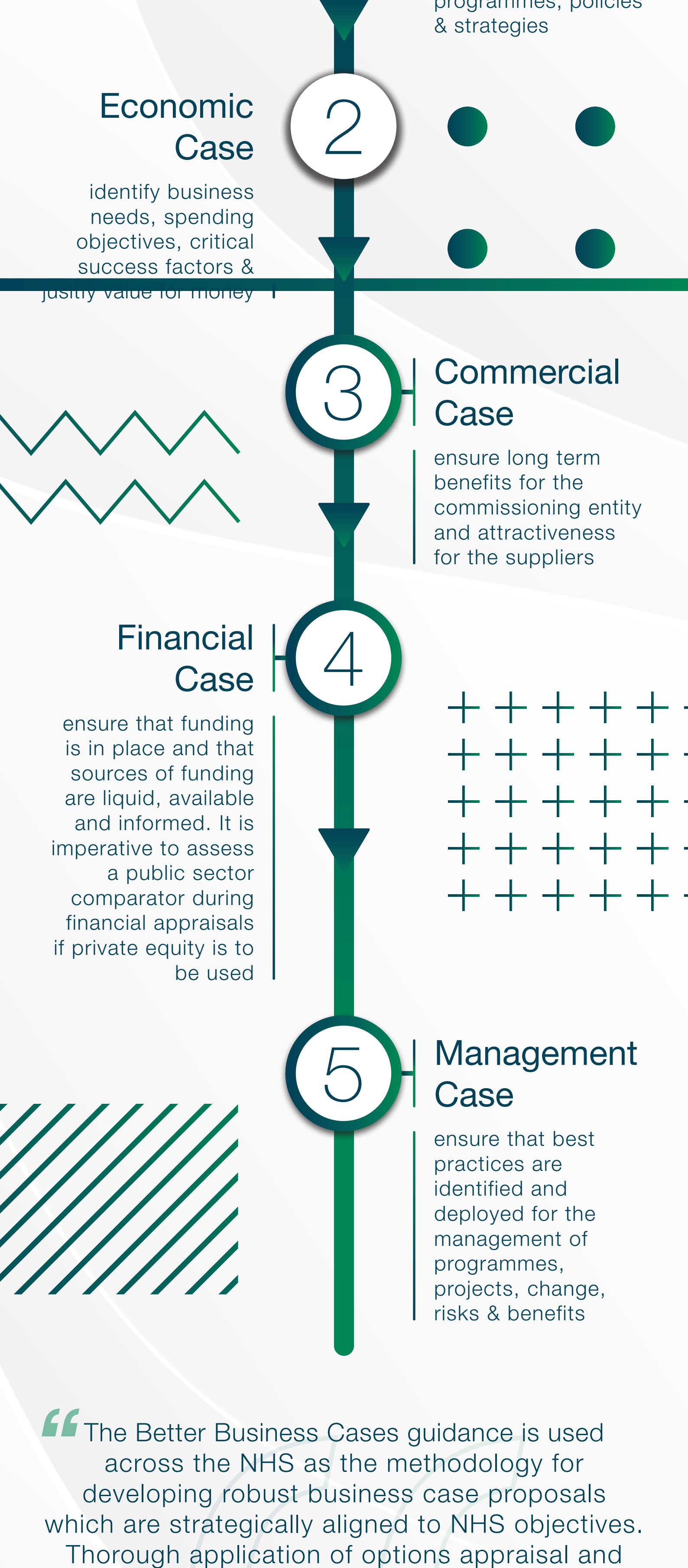
- ▶ Vast sums of money and resources are invested in projects & programmes
- ▶ Business cases and spending proposals are the catalyst for any major change and investment
- ▶ An effective business case helps to ensure a project or programme is setup to succeed
- ▶ Initiatives can fail at the first hurdle if the business case fails to accurately scope the initiative and demonstrate return-on-investment
- ▶ Projects and programme failures are often attributed to poor scoping and investment decisions
- ▶ Particularly important in the public sector where initiatives are taxpayer funded
- ▶ A strong business case is vital to ensure management buy-in and secure investment

GUIDANCE, TRAINING AND CERTIFICATION

Based on UK and Welsh Government best practice



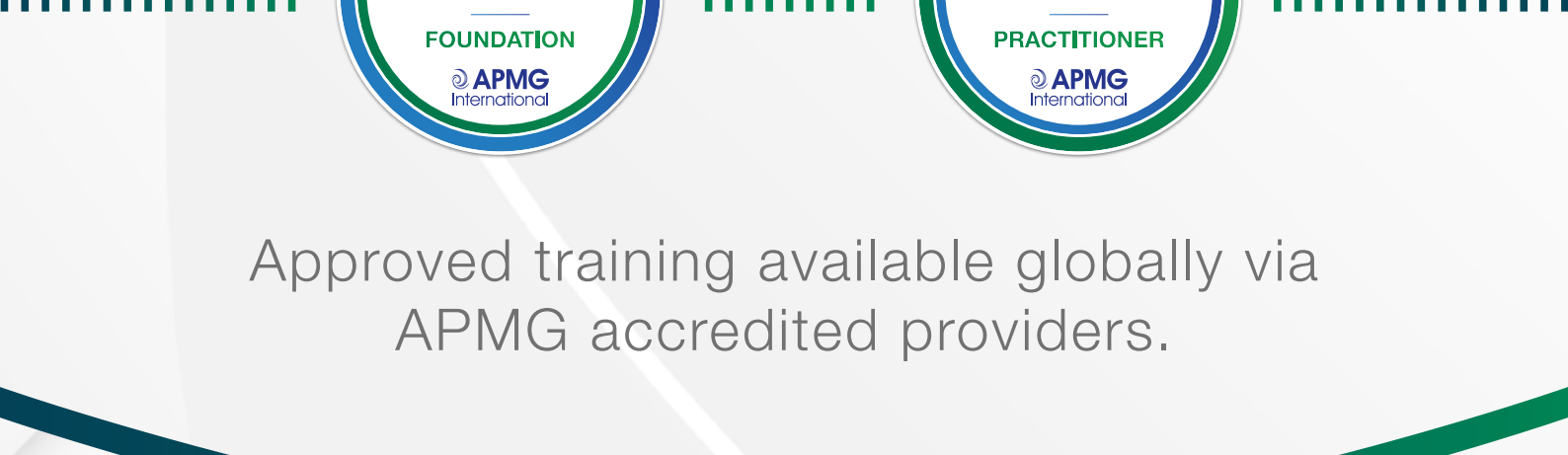
the Five Case Model approach for developing business case



“The Better Business Cases guidance is used across the NHS as the methodology for developing robust business case proposals which are strategically aligned to NHS objectives. Thorough application of options appraisal and cost-benefit analysis ensures that proposals are commercially viable, affordable, deliverable and designed to maximize public value to UK society. The guidance underpins the appraisal and assurance processes for NHS investments.”

Sue Stockley, FCA, Head of Business Case Technical Support, NHS England

FOUNDATION & PRACTITIONER CERTIFICATION AVAILABLE



Approved training available globally via APMG accredited providers.

TWO KEY TARGET GROUPS

- 1** Individuals involved in the development of business cases and spending proposals (e.g. project/programme managers).
- 2** Individuals involved in the scrutiny and review of investment proposals.

KEY BENEFITS & LEARNING OUTCOMES

Understand and apply the philosophy of the Five Case Model to business cases and other spending proposals

Understand different types of business cases, their purpose, who is responsible for them and when they are required

Understand the development lifecycle of a business case and the relationships between the five cases

Develop effective business cases and spending proposals that appropriately scope the initiative and secure funding and management support

Reduce the risk of wastage and failed or flawed initiatives

Ensure investments in projects & programmes are based on robust preparations