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Over 300,000 business and IT professionals trained

INTEQGROUP
Successful Completion
Developing Effective Business Cases

Developing Effective Business Cases

Enabling Better, Faster Business & IT Decisions

Live: 2 Days   **Self-Paced eLearning: 14 Engagement Hours**

An effective business case is a powerful tool. It enables decision makers at every level of the organization to rapidly and confidently make better business and IT decisions—decisions that balance the allocation of time, budget, talent and risk among alternatives and with competing opportunities and priorities.

Developing effective professional business cases is an essential skill for business and IT professionals. Decision makers rely on business analysts to develop thorough, objective, accurate business cases to support changes in business processes and supporting business systems.

Business cases, however, are often developed ad-hoc without a formal standardized approach. Presentation and communication of cases is often ambiguous. The result is sub-optimal decisions, missed opportunities and diminished credibility with decision makers and stakeholders.

Inteq's 2-day course Developing Effective Business Cases provides business and IT professionals with the techniques, methods and critical thinking skills to thoroughly analyze, professionally develop and clearly communicate business cases—to decision makers and stakeholders at all levels.

Developing Effective Business Cases is based on best practices gleaned from the experiences of developing thousands of effective business cases across the spectrum of business and IT decisions in both the private and public sector. It's your roadmap and framework for developing effective professional business cases.

You will learn:

- To create professional effective business cases
- To enable better, faster business and IT decisions
- A standardized framework for developing business cases
- Private and public sector best practices
- To work confidently with decision makers and other stakeholders
- To avoid common mistakes in developing business cases
- The types of decisions that require business cases
- To ensure the integrity and credibility of your business cases
- To communicate and present business cases
- Visual diagramming techniques for scoping, analyzing, validating and presenting business case
- and much more

Power Skills Course Series

| Soft Skills | SFT | Business Relationship Management | BRM | Developing Effective Business Cases | EBC | Organizational Change Management | OCM |

Course outline

Business Case Key Concepts
- Business opportunities and business cases
- Business case myths and misconceptions
- And enterprise 360° perspective
- Business case framework and roadmap

Analyzing Business Opportunities
- Identifying business opportunities
- Business change drivers
- Operationalization tactics
- Scope of change and tracking metrics

Developing Business Cases
- Value drivers and stakeholders
- Risk/risk mitigation
- Costs and constraints
- Supporting and opposing arguments

Managing Opportunities and Cases
- Iterative evolution of business opportunities & cases
- Developing opportunity user stories
- Opportunity priority and status
- Presenting and validating business cases
- Backlog grooming and decision making

Business Case | Case Study
Participants identify opportunities, develop sophisticated business cases and discuss decisions that impact workflows, reporting relationships and business systems in connection with a complex real-world business process. This case study provides an invaluable template that participants can leverage to create effective business cases in their organization.

Discovering Business Knowledge
- Professional analysis vs. order taking
- Superficial vs. deep | Light vs. heavy
- Key sources of business knowledge
- Discovery techniques and methods

Essential Professional Skills
- Identifying and organizing the right participants
- Facilitation techniques and best practices
- Capturing and validating session knowledge
- Managing difficult personalities and situations

Discovering Business Knowledge
- Thinking like an owner
- Utilizing agile, rapid and iterative analysis techniques
- Scaling cases to opportunities
- Getting started Monday morning

Who should attend?

- Business analysts
- Business systems analysts
- Project managers
- IT and business professionals who develop business cases
- Managers, staff and other stakeholders that rely on effective business cases or are impacted by the business decisions and outcomes of business cases

Prerequisites:

None. Inteq's Developing Effective Business Cases training program provides a comprehensive and cohesive approach to developing business cases regardless of background and level of experience.

Developing Effective Business Cases is designed to seamlessly integrate with Inteq's Business Process Modeling, Business Process Management, Business Systems Analysis and Business Requirements training programs.

You will receive:

- Digital badge of completion
- Personalized certificate of completion
- Continuing Education Units (CEUs)
- IIBA Professional Development Units (PDUs)
- Electronic comprehensive course manual
- Supplemental course materials

LIVE: Inteq's Developing Effective Business Cases 2-Day training course can be tailored to your organization's training objectives and can be combined with other Inteq courses to create a 3, 4 and 5-day hybrid training program.

Anytime eLearning™:
Anytime, Anywhere, Any Device. Self Paced. 45-Day Access.

What is the Next Step?

Let's start a conversation to discuss your objectives in more detail.
Contact Chandra Galloway: 800.719.4627 | cgalloway@inteqgroup.com

inteqgroup.com