

OVERVIEW

In order to move forward in any business whether to stay ahead of the competition in the private sector or to drive efficiencies in the public sector, organisations deliver change through programmes and projects. Delivering change successfully is challenging in itself but what is often more difficult is ensuring that you choose the right projects from the many available from the outset.

Projects should be selected from the list of possible alternatives for their value to the business, their commercial achievability, their affordability and our ability to deliver them successfully.

This blended programme follows the five case model and comprises of two main elements. Firstly, the on-line pre-learning programme will cover the APMG Foundation certificate syllabus in Better Business Cases™ and will explore the theory of building effective business cases. Secondly, the practical workshop will allow you to practice the techniques of building a business case using a realistic case study.

Target Audience

There are no pre-requisites required to attend this course. Candidates are expected to be involved in developing, contributing to or approving business cases in either a public or private sector environment. This is likely to include Finance Directors and Managers, Senior Responsible Owners, Programme and Project Managers and Project Office Staff.

Duration

This blended programme is delivered in two sections. Firstly there is approximately 6 hours of e-learning content which can be studied conveniently at your chosen time, location and at your own speed. Secondly, there follows a one day workshop that builds upon the pre-learning and concentrates on the practical techniques.

Accreditation Process (Other Information)

Candidates will be fully prepared to attempt the Foundation exam in Better Business Cases™ should they choose to do so. The Foundation exam (which is not included) is a multiple choice exam comprising of 50 questions which must be completed in forty minutes. Candidates must achieve twenty five or more correct answers to be successful.

Content

E-learning Theory

- Introduction to Better Business Cases™
- Overview and Background
- Common Reasons for Project Failure
- The 5 Case Model
- Types of Business Case
- The Business Case Development Process
- Alignment with Best Practice Approvals including PRINCE2®, MSP® and Gateway
- Foundation Examination Preparation

Practical Workshop

- Identifying Project Scale
- Making the Strategic Case
- Planning to Build the Business Case
- 12 Options
- Does this make sense?
- Knowing the Market Place
- Is this affordable?
- Building the Project
- Personal Support Network

About insynergi®

Founded in 2009, insynergi® provides bespoke coaching, mentoring and training support for all levels within an organisation. The insynergi® team collectively has 300 years' experience in supporting cross industry sectors at a local and global level. The company has its headquarters in London and is able to provide support globally. insynergi® is part of the Outsource Education Group which has over 50 staff and a turnover of in excess of £5m.

For further information visit www.insynergi.org or email info@insynergi.org and call 0203 651 0066.

