

IN PERSON · ONE DAY

## Business Case Writing

Effective business cases move projects forward and help stakeholders make the best decisions. Business cases can be challenging to write, since it's easy to get bogged down in all the data you want to convey.

This course shows you how to write business cases that are easy for readers to understand and act on. You learn strategies and techniques to ensure your analysis is compelling and your recommendations are clear, concise and persuasive. Learn to use AI to save time and improve the quality of your writing.

### Who should attend

This course is ideal for anyone who needs to write business cases that are clear, readable and persuasive. We recommend a maximum of 15 participants to encourage healthy group interaction and allow for individual coaching.

### You learn to

- Apply the writing process to create better business cases in less time, every time
- Use AI to generate outlines and ideas
- Get right to the point without rambling
- Present your recommendations clearly and persuasively
- Use our helpful templates to quickly structure your business cases
- Use financial and strategic analytical tools to build your cases
- Consider alternatives and assess risks
- Decide what to include and how much detail is necessary
- Use information-rich headings, lists and layout to make your business cases easy to scan
- Present facts, figures and visuals in a clear way
- Write in sentences that are concise, readable and engaging
- Remove AI's fingerprints to ensure your documents sound like you

## What to expect

We know people learn best by doing, so this course gives you many opportunities to practice as you learn. You participate in both group and individual learning projects and receive guidance from your facilitator. You use samples of your own business cases to assess your writing and pinpoint areas for improvement. As well, you plan and write a business case on a topic of your choice, so you can immediately apply your new skills. You also receive feedback from your facilitator and peers.

You receive a comprehensive manual containing checklists and other job aids to help transfer what you have learned to your back-at-work writing.

## How you spend your time

### Prework

Come to the course ready to work on a business case you need to write. In addition, bring along cases you've written in the past.

### Write your first draft

Learn to:

- Apply the writing process to create better business cases in less time, every time
- Profile your audience and define your purpose
- Present your recommendations clearly and persuasively
- Include a high-level plan of the main activities, timing and key decision points
- Use financial and strategic tools to generate and organize the content of your business case
- Consider alternatives and assess risks
- Decide what to include and how much detail is necessary
- Use our helpful business case template to create your first draft quickly and painlessly

Complete exercises in the manual to define your purpose and audience, and make a plan. Apply your learning as you write the first draft of your business case.

## **Revise your draft**

Learn to:

- Get right to the point without rambling
- Use information-rich headings, lists and layout to make your business cases easy to scan
- Present facts, figures and visuals in a clear way
- Write in sentences that are concise, readable and engaging
- Keep your human voice when using AI
- Use a reliable template to structure your executive summary

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for structure and style.

## **Workshop**

Workshop your business case with a small group where you give and receive feedback to take your writing to the next level.