The Inteq group, Inc.

www.inteqgroup.com

Inteq's Professional Business Analysis Training Courses

Business Systems Analysis

Agile Business Analysis

Business Process Modeling

Business Process Reengineering

Logical Data Modeling

Advanced Data Modeling

Change Management

Effective Business Cases

Requirements Management

Soft Skills

BA Bootcamp

DEVELOPING EFFECTIVE BUSINESS CASES
Enabling Better, Faster Business & IT Decisions

Course Overview & Outline

**Inteq Professional Business Analysis
Training Course Series**

DEVELOPING EFFECTIVE BUSINESS CASES
Enabling Better, Faster Business & IT Decisions

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 I.T. decisions in both the private and public sector. It's your roadmap and framework for developing effective professional business cases.

COURSE OUTLINE

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

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

Developing the Components of Business Cases
- Value drivers and stakeholders
- Risks/risk mitigation
- Costs and constraints
- Supporting and opposing arguments

Managing Opportunities and Cases
- Iterative evolution of business opportunities and 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

Best Practice Guidance
- Thinking like an owner
- Utilizing agile, rapid and iterative analysis techniques
- Scaling cases to opportunities
- Getting started Monday morning

Inteq's Developing Effective Business Cases is a highly interactive high-energy training program. It's specifically designed to enable you and your organization to succeed in today's rapidly changing, complex chaotic business environment

Inteq training has emerged as the gold standard for professional business analysis training - and are simply the most effective training programs available in the industry.

Inteq training is more than education; its transformation - for the participants, project teams and their organizations.

That's why over 300,000 business and I.T. professionals worldwide choose Inteq's business analysis training courses.

Who Should Attend?

Business Analysts, Business Systems Analysts, Project Managers, IT and business professionals that develop business cases, managers, staff and other stakeholders that rely on effective business cases and/or are impacted by the business decisions and outcomes of business cases.

Course Length: 2-days

Prerequisites: N/A

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 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*

Participants in Inteq's Developing Effective Business Cases training course receive a comprehensive course workbook, supplemental materials, and a personalized Certificate of Completion indicating CEU (continuing education unit) credits awarded.

What is the Next Step?

Developing Effective Business Cases is on-site at your locations (or via live virtual) – worldwide.

Contact us today:
info@inteqgroup.com │ 800.719.4627
www.inteqgroup.com

Inteq training programs can be tailored to your organization's specific training objectives and can also be combined into innovative 3, 4, and 5-day hybrid training programs.