

## EFFECTIVE BUSINESS CASE DEVELOPMENT

*“Building Persuasive Business Cases to Support Strategic Decision-Making”*

### Schedule

Date	Venue	Fees (Face-to-Face)
12 - 14 May 2026	Manama, Bahrain	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

A well-structured business case is a critical tool for gaining executive approval, securing funding, and guiding investment decisions. Whether for a new project, process improvement, or strategic initiative, a compelling business case combines evidence-based analysis with persuasive communication.

This 3-day course equips participants with the essential skills to prepare, present, and defend robust business cases. Through practical frameworks, financial modeling, and real-life examples, participants will learn how to evaluate options, quantify value, assess risk, and align proposals with organizational priorities.

### Objectives

By the end of this course, participants will be able to:

- Understand the structure and purpose of a business case in decision-making
- Analyze and compare options using financial and qualitative criteria
- Quantify benefits, costs, and risks for proposed initiatives
- Develop compelling justifications that align with strategic goals
- Communicate business cases effectively to stakeholders and executives

## Why Attend

- Strengthen your ability to justify investments and initiatives with evidence
- Improve strategic thinking and resource prioritization
- Enhance collaboration between finance, operations, and project teams
- Apply global best practices for business case writing and presentation
- Practice building cases using hands-on scenarios and review templates

## Target Audience

This program is designed for:

- Project managers and team leaders
- Business analysts and strategic planners
- Finance and budgeting professionals
- Operations and functional managers
- Anyone tasked with proposing new investments or initiatives

## Individual Benefits

Key competencies that will be developed include:

- Structured thinking and analytical reasoning
- Basic financial modeling (NPV, ROI, payback period)
- Option appraisal and risk analysis
- Executive communication and presentation skills
- Strategic alignment of proposals with business goals

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved quality and clarity of business cases across departments
- Stronger project selection and prioritization
- Better use of financial resources and stakeholder confidence
- Reduced risk of project failure due to incomplete planning
- More effective decision-making supported by sound justification

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Principles of business case design and decision logic
- Case Studies—Real-world examples of successful and failed proposals
- Interactive Workshops - Option comparison, financial calculation, risk mapping
- Presentation Labs - Simulated proposal pitches and feedback
- Tools & Templates - Business case outline, benefit-cost models, risk registers

## Course Outline

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

### Day 1: Foundation of Business Case Development

- Module 1: Purpose and Components of a Business Case (07:30 - 09:30) • Business case vs. proposal vs. business plan • Key sections: need, options, benefits, costs, risks
- Module 2: Identifying Needs and Strategic Alignment (09:45 - 11:15) • Defining the problem/opportunity • Aligning with business drivers and goals
- Module 3: Option Generation and Evaluation (11:30 - 01:00) • Shortlisting viable solutions • Qualitative and quantitative comparison techniques
- Module 4: Workshop - Draft the First Two Sections of a Business Case (02:00 - 03:30) • Define objectives, scope, and potential options

### Day 2: Financial and Risk Analysis

- Module 5: Financial Modeling for Business Cases (07:30 - 09:30) • Cost estimation, benefit valuation, ROI, payback • Net present value (NPV) and internal rate of return (IRR) basics
- Module 6: Sensitivity and Scenario Analysis (09:45 - 11:15) • Modeling risks, assumptions, and variable outcomes • Stress testing the business case
- Module 7: Risk Identification and Mitigation Planning (11:30 - 01:00) • Developing a risk register • Assigning risk ownership and response strategies
- Module 8: Workshop - Build a Financial Model for a Sample Case (02:00 - 03:30) • Apply formulas to evaluate project viability

### Day 3: Writing, Presenting, and Defending the Case

- Module 9: Structuring the Case Document and Executive Summary (07:30 - 09:30) • Tips for clarity, brevity, and impact • Visuals, appendices, and supporting documentation
- Module 10: Presenting Business Cases to Decision Makers (09:45 - 11:15) • Pitching techniques, executive communication • Handling objections and questions
- Module 11: Implementation Planning and Monitoring (11:30 - 01:00) • Phasing, milestones, and performance measures • Post-implementation review strategy
- Module 12: Final Presentation - Pitch Your Business Case (02:00 - 03:30) • Group presentations and feedback from facilitator

## Certification

Participants will receive a Certificate of Completion in Effective Business Case Development, affirming their ability to structure and deliver high-impact business cases that support sound investment and strategic decisions.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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## MAWA EVENTS

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