MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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BUILDING AND PRESENTING A POWERFUL BUSINESS CASE

"Turn ideas into actionable business strategies through clear analysis, structured reasoning, and persuasive communication."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's competitive business environment, great ideas alone are not enough—they must be supported by a compelling and data-driven business case. A well-developed business case helps decision-makers understand the value, feasibility, and impact of a proposed initiative. It provides the foundation for securing approvals, funding, and stakeholder buy-in.

The Building and Presenting a Powerful Business Case course is designed to equip participants with the analytical, financial, and presentation skills required to craft persuasive business cases that drive decisions and results. Participants will learn how to structure business proposals, evaluate financial returns, assess risks, and communicate recommendations effectively to senior management and investors.

Through practical exercises, real-world examples, and step-by-step guidance, this course helps professionals transform complex ideas into structured, evidence-based, and action-oriented proposals that create measurable business impact.

Objectives

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

- Understand the key components and structure of a strong business case.
- Identify and define business needs, problems, and opportunities.
- Conduct financial and cost-benefit analysis to evaluate project viability.
- Assess risks, dependencies, and alternative solutions.
- Develop persuasive arguments supported by data and evidence.
- Communicate findings and recommendations clearly to stakeholders.
- Build visually engaging and professional presentations for decision-makers.
- Gain approval and support through effective business storytelling.

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Why Attend

This course empowers professionals to move from idea generation to strategic action by mastering the art of building and presenting powerful business cases. Whether you're proposing a new project, technology investment, or operational improvement, this training gives you the confidence and methodology to make your case stand out.

By attending, participants will enhance their ability to influence senior leaders, improve financial reasoning, and strengthen their strategic communication skills—key abilities for career growth and organizational success.

Target Audience

This course is suitable for:

- Project Managers and Team Leaders
- Business Analysts and Consultants
- Financial and Strategic Planners
- Department Heads and Supervisors
- Entrepreneurs and Startup Founders
- Anyone involved in project proposals, investment planning, or resource justification

Individual Benefits

- Gain practical tools to structure, analyze, and justify business proposals.
- Improve financial analysis and ROI evaluation skills.
- Learn persuasive communication techniques for executive presentations.
- Strengthen strategic and critical thinking capabilities.
- Increase confidence when presenting to senior management or investors.
- Enhance career growth by demonstrating business leadership and influence.

Organizational Benefits

- Improve quality and consistency of internal project proposals.
- Enable better investment and resource allocation decisions.
- Increase approval rates for strategic initiatives.
- Foster a culture of analytical and evidence-based decision-making.
- Strengthen collaboration between finance, operations, and strategy teams.
- Support long-term organizational growth through well-evaluated projects.

Instructional Methodology

This course follows a highly practical, results-oriented learning approach combining analysis, communication, and presentation techniques.

The methodology includes:

- Interactive discussions and concept briefings.
- Real-life case studies and examples of successful business cases.
- Hands-on exercises to build business case components.
- Group work on cost-benefit analysis and risk assessment.
- Practical sessions on presentation and persuasion techniques.
- Instructor feedback and peer review of business case drafts

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Course Outline

Module 1: Introduction to Business Cases

- Purpose and importance of a business case in decision-making
- Common challenges and reasons for business case failures

Module 2: Structuring a Powerful Business Case

- Defining problems, objectives, and proposed solutions
- Aligning proposals with organizational goals and strategy

Module 3: Financial and Cost-Benefit Analysis

- Estimating costs, revenues, and returns
- Conducting ROI, NPV, and payback period analyses

Module 4: Assessing Risks and Alternatives

- Identifying project risks, assumptions, and constraints
- Evaluating alternative options and trade-offs

Module 5: Developing the Business Case Document

- Writing an effective executive summary
- Organizing content for clarity and logical flow

Module 6: Communicating and Presenting Your Case

- Storytelling techniques for influencing decision-makers
- Using visuals, charts, and data effectively
- Delivering presentations with confidence and impact

Module 7: Capstone Activity

- Participants develop and present a complete business case
- Peer review and feedback session

Certification

Upon successful completion, participants will receive a Certificate of Achievement in Building and Presenting a Powerful Business Case. This certification acknowledges their ability to analyze opportunities, develop structured proposals, and present persuasive, evidence-based recommendations that drive business decisions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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