

Better Business Cases™ with Yellowhouse

The business case justifies the establishment of and continuation of an initiative.

Better Business Cases™ is a systematic and objective approach to all stages of the business case development process that sits alongside, and complements, the UK Treasury's Green Book guidance. This forms the basis of the Better Business Cases Course.

Why Better Business Cases?

The purpose of the Managing Benefits guidance and certification scheme is to provide managers and practitioners from multiple disciplines, working in a variety of organizations, with generally applicable guidance encompassing benefits management principles, practices and techniques.

Better Business Cases outline:

Introduction

- The current situation
- Common cause of project failure
- The importance of the business case

Types of business cases

- Strategic Outline Programmes (SOP)
- Strategic Outline Case (SOC)
- Outline Business Case (OBC)
- Full/Final Business Case (FBC)
- Business Justification Case (BJC)

The Five Case Model

- The Strategic Case – Strategic fit and robust case for change. Is it applicable and meets strategic and operational needs.
- The Economic Case – Choice and preferred option. Is it appropriate and offers optimal public value.
- The Commercial Case – Procurement and potential deal. Is it attractive to public and private sectors.
- The Financial Case – Affordability and funding. Is it affordable within agreed funding.
- The Management Case – Delivery and robust approach. Is it achievable and can be successfully delivered.

Fit with Best Practice assurance and approvals

- Project and programme management
- Procurement
- Gateway Reviews

Exercises and Discussions

- Strategic Outline Programme (SOP) for policy, regulation and grants programmes.
- The Business Case Development from the Strategic Outline Case (SOC) to the Outline Business Case (OBC) to the Full Business Case (FBC) for major projects.
- Business Justification Case (BJC) for minor spending proposals.
- The 10 step delivery process.
- The key roles in the business case development. The course will have time for discussions and group exercises giving you the chance to discuss your own projects and how what the course covers can fit in your own organisation.

The Foundation certificate

The purpose of the foundation certification is to confirm that you have sufficient knowledge and understanding of the guidance to be able to work effectively with, or as a member of, a team to develop a business case using the Five Case Model

The Practitioner certificate

In the extra two days of the Practitioner course you dig deeper into the development of a business case with practical examples.

The purpose of the Practitioner qualification is to confirm whether you have achieved sufficient understanding of the theory and application of the Five Case Model to allow them to effectively develop and produce a business case.

A successful Practitioner candidate should be able to start applying the model to a real project. The exam tests the theory in relation to a given scenario.

Foundation Exam Format

- Multiple choice format, 40 minutes duration
- 50 questions 50% pass mark needed

Practitioner Exam Format

- 2.5 hours duration, Open book exam (Delivering Public Value from Spending Proposals: Green Book Guidance on Public Sector Business Cases Using the Five Case Model only)
- 80 questions, 40 marks required to pass (50%)

Better Business Cases training with Yellowhouse.

The Foundation course is also available in an [eLearning course](#).

Contact us on +61 7 3343 4256, or course@yellowhouse.net don't wait - [register here](#). We will send you the details about the course venue and everything you need to get started.

Yellowhouse is an APMG Accredited Training Organization for Better Business Cases™
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Give initiatives the best chance of success with Better Business Cases

New initiatives often falter at the first hurdle as the business case fails to convince senior management of the return on investment.

Creating effective business cases and spending proposals is therefore critical to securing funding and management buy-in.



It is important therefore that individuals have the opportunity to develop their capabilities to create, review and adapt effective business cases

Our Better Business Cases qualification is based on the 'Five Case Model' – the UK government's best practice approach to developing spending proposals and enabling effective business decisions. The model provides a step-by-step guide to developing a business case that:

- Establishes a clear need for intervention (a case for change)
- Sets clear objectives in terms of return on investment
- Considers a wide range of potential solutions ensuring an optimal balance of benefits, cost and risks
- Sets out arrangements to ensure successful delivery of the proposal.

Organizations adopting this proven approach can expect a reduction in unnecessary spending and improved decision-making process, whilst project teams have a greater chance of securing necessary funding and support for change initiatives.

FURTHER INFORMATION

Who is it for?

Our Better Business Cases certification is aimed at individuals involved with, or overseeing, projects including:

- Project/programme sponsors/directors and other directors with responsibility for the successful delivery of programmes and projects
- Project managers and team members tasked with developing a business case for investment
- Officers and managers involved in the scrutiny and review of investment proposals.

Qualifications available:

- FOUNDATION (multiple-choice)
- PRACTITIONER (objective-testing)

You may also be interested in

- Agile Project Management
- Managing Benefits
- PRINCE2®
- Stakeholder Engagement

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