

Developing and Presenting a Successful Business Case



ONLINE PROGRAM

Sep. 9 - Oct. 11, 2019

Feb. 3 - Mar. 9, 2020

• 5 online modules over 5 weeks



Create support for your strategic business recommendations with a 5-step approach you can apply every day.

You have a great idea to capitalize on a new market opportunity, but it will require a commitment of key business resources in order to execute the plan. **How do you move your new projects and strategies forward?**

Companies today require key business decisions to be supported with a rock-solid business case. In this course, you will learn how to **make a compelling rationale for your new strategic opportunities, in a clear and comprehensive manner using a proven five-step model.** Plus learn effective report presentation techniques!



Online program learning features:



Interactive, engaging eLearning modules and pre-recorded mini-lectures.



Apply your learning to a case study throughout the course and get instructor feedback.



Engage in online discussions with fellow participants and the instructor.



Attend two live, interactive webinars during the course to solidify your learning.



Schulich
School of Business
Executive Education Centre



Register Today / Complete Details

<http://seec.online/12306>



A photograph of a man with a shaved head and glasses, wearing a light blue button-down shirt. He is smiling broadly and looking towards a laptop screen in the foreground. The background is a blurred office setting with bookshelves.

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Online Program

Developing and Presenting a Successful Business Case

What You Will Learn

- Present compelling business cases to management and stakeholders
- Use financial information and market data in your decision-making processes
- Prepare cost reduction and operational improvement proposals for your business
- Learn about other successful business cases from diverse industries
- Collaborate with other participants on an actual business case
- Present and tell the story behind your winning business case

Learn to Build Your Case Using a 5-Step Model

During the course, master the five key steps of business case planning and presentation. You can apply this proven approach to all future management & team presentations - save time and achieve professional results.

1. Problem/Opportunity Identification

Learn to specify the gap between the actual and ideal - and how your ideas will achieve measurable improvement.

2. Analysis of Success Drivers and Impediments

Learn the steps to systematically move to the ideal situation for your business.

3. Presenting Strategic and Tactical Alternatives

How to identify and present key options at both a strategic and tactical level.

4. Comprehensive Financial Evaluation and Recommendations

A complete process to compare the pros and cons of each idea, including financial, corporate and environmental goals.

5. Implementing a Winning Action Plan

How to present and timeline your recommendations across four key functional areas: operations, marketing, finance, HR.

Who Should Attend

This skills-intensive online workshop is ideal for **business managers, directors and vice-presidents** who regularly develop and present new proposals, budgets, business plans and recommendations. It will teach participants how to build successful cases and cut preparation time.

See complete details and register now at: seec.online/12306



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Program Structure

- Five online modules over five weeks
- Access through a convenient centralized learning management portal
- Your learning management portal account will be active for an additional 4 weeks after the course ends

Time Commitment

- Recommended: 2-4 hours per week (online eLearning modules are released approximately weekly)

Technical Requirements

- A current email account
- Use of a computer and internet access in a modern browser
- Adobe Reader for PDF documents

Developing and Presenting a Successful Business Case

(e+) Program Content

Making 'The Business Case' for Your Breakthrough Ideas

- Leading product, service and market development breakthroughs
- Overcoming financial, managerial and organizational barriers to new concepts and strategies
- Using the business case approach to compel others to support your vision for success

Using the Business Case Approach in Practical Terms

- The premise behind business case preparation
- Viewing your case plan as a complete document that frames the strategic reasons for supporting the project
- Applications for case analysis
- Financial and strategic measurement tools

Understanding 5 Key Steps in Business Case Preparation

1. Problem/Opportunity Identification
2. Analysis of Success Drivers/Impediments
3. Presenting Strategic and Tactical Alternatives
4. Comprehensive Evaluation and Recommendations
5. Implementation and Action Planning

Conducting Financial Analysis for Your Business Cases

- What financial models are required to support strategic business decisions?
- What reports work best when building business cases?
- Using sensitivity analysis for different projected scenarios
- Advanced evaluation techniques such as NPV, Payback, Return on Investment

Developing A Case Presentation Specific To Your Organization

- Every organization operates differently
- How does your organizational decision-hierarchy work?
- Culture, strategy and environmental considerations
- Identifying critical objectives and decision criteria
- Showing strategic alignment to business goals

Preparing Your Final Report and Presenting Your Recommendations

- What are your organization and your boss really looking for?
- How to package and present your case for maximum impact
- Anticipating and responding to challenges
- Presenting your key financial and strategic reports

Instructor Profile



Sanjay J. Dhebar, MBA, has a diverse background that includes various commercial management roles for both start-ups and established healthcare and consumer packaged goods companies. In addition to facilitating programs at SEEC and teaching in the MBA program at Schulich, Sanjay also does customized work for a number of Fortune 500 clients. He draws from his decade-long international teaching experience, his expertise, and his high-energy approach to develop cutting-edge experiential curriculum.

The **e+** Program Difference

Personalized learning that puts you at the centre of the experience

In designing our e+ Programs, we consulted extensively with past course attendees, program instructors and instructional design experts to ensure we developed the most effective online learning possible. The result is the most efficient way for participants to learn and apply the concepts to their real-world challenges.



An enriched learning environment which features meaningful interactions with instructors and peers for networking, sharing, collaboration and exchange of opinions and ideas.



Enhanced flexibility and convenience associated with 24/7 access from anywhere, on any device.



Higher retention rates and deeper engagement through self-paced learning and revisiting material as required.



Delivery over an extended timeframe allows learning to be applied to daily work challenges between modules, creating opportunity for discussion and feedback.



Programs draw on SEEC's expert faculty and extensive experience developing courses across a wide range of business areas of interest.



Instructional methodology that is specifically designed to go beyond delivery of knowledge to develop your capability through a focus on application of the concepts.



Certificate of Course Completion

Participants who complete all quizzes and assignments will receive a Certificate of Course Completion, suitable for framing, as a lasting memento of their educational experience.

The Schulich Executive Education Centre

The Schulich Executive Education Centre is a strategic enterprise unit of the Schulich School of Business at York University in Toronto, Ontario, Canada.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Our role within the business school is to provide lifelong learning to allow professionals and executives to continue to develop their skills long after their full-time education has been completed and they are in the work force.

Just-In-Time Learning

Featuring Canada's most extensive portfolio of business programs, our experiential approach to teaching provides all participants with the opportunity to quickly develop and fine-tune personal business skills in order to adapt and grow. Executive and Professional Development at Schulich is all about this kind of "just-in-time" learning - learning which is focused, practical and immediately applicable to the skills you need and the task at hand.

Outstanding Faculty

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the development and facilitation of the program. Each is a proven educator with excellent communication skills.

Rankings

Recognized business authorities such as The Financial Times, Forbes Magazine, BusinessWeek, The Wall Street Journal and The Economist consistently rank the Schulich School of Business as a global top-tier business school, and the Schulich Executive Education Centre among the top 40 executive education providers around the world.



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Our new e+ Programs feature the convenience of **online learning** with the added benefits of the **in-class experience**

Our e+ programs deliver the comprehensive core material you need to quickly master the topic at hand, and give you the flexibility to **learn at your own pace from the convenience of home or office, at times that suit you.**

They also allow you to **learn and work collaboratively with your peers and instructors** through guided and free form discussions and interchanges. The continuous instructor interaction and peer networking bring an added dimension to our e+ programs by enriching your experience in the same ways our in-class programs do.

Registration Details

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Sep. 9 - Oct. 11, 2019

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Program Tuition:

\$895+ applicable taxes. This includes access to program materials through a convenient centralized learning management portal for the duration of the course, as well as for an additional four weeks after the program ends.

Special Team Savings:

Save \$50 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at seec.online/FAQ. HST# R119306736.

Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at exceedinfo@schulich.yorku.ca, or visit www.seec.schulich.yorku.ca to live chat with one of our customer support agents.



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Register Today / Complete Details

<http://seec.online/12101>

