

# DEVELOPING POWERFUL BUSINESS CASES

AN ISM EXECUTIVE TRAINING COURSE



"This course transforms financial and accounting language and concepts into decision-making tools that the non-financial manager can use on a daily basis."



## Course Content

Determining the subject of the business case:

- The aim
- Setting objectives to fulfil the aim and meet management expectations
- Determining the assumptions
- Developing the expected schedule of expected benefits
- Anticipated cash flow and impact, Net Present Value (NPV) and Return on Investment (ROI).
- The course also covers a review of the key financial measures and financial analysis methods
- Assessing risk and sensitivity to highlight the assumptions, contingencies and other factors that are most important
- Presenting the case
- Using the case outcome to forecast short term and future budget and funding.
- Using case results to support decision making and support recommended courses of action





### You will learn how to:

- The essential building blocks of the business case
- How to make the best case comparisons
- What the difference is between a sound case and a weak case.
- How to reinforce credibility of the case
- How to quantify the tangible and intangible benefits for the business
- How to create a financial analysis model to compare scenarios and assess risk
- How to present your business case to make significant impact and generate commitment

### Course Benefits:

This course explains the essential concepts which support the effective business case which will enable participants to develop powerful, persuasive, business case skills. This means that they will have an advantage over colleagues in all areas of the business—including project management, product management, asset management, finance, strategic planning

### Benefits for you and your organisation :

Even if you have limited or no prior experience in finance or business planning, the course you will learn how to build the benefits, cost model and financial analysis necessary for a effective business case.

Your organisation will benefit because people will have more confidence. They will have a greater understanding of the financial performance of the organisation; this will result in more profit and/or better use of the resources that they manage.





## Course Content

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## To take away from the course:

Course handouts. Computer based financial models and tools.

## Who this course is for:

Managers who need to improve decision making and planning skills and those responsible for capital investment. Sales and marketing managers who need to demonstrate sound buying decisions

Delegates should, ideally, have 3-5 years business experience, have budget responsibility and be involved with those who hold financial control in their organisations. A working knowledge of Microsoft Excel® is essential.

## Training Methods

The programme is designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with handouts and post course references.

Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times. The presentation of each programme will use the most modern techniques, materials and equipment.



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“All too often, a manager’s performance is measured by how effectively they oversee departmental budgets. Learn to apply the fundamentals of finance to improve budget management, increase potential profits, and assess the financial viability of projects and transform financial and accounting concepts into decision-making tools.”

### Course Leader: Bill Levell

Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world’s largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill’s own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.



# COURSE REGISTRATION FORM

## Developing Powerful Business Cases



Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999, Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE: 4960 Dhs following discounts apply.

- PLATINUM PACKAGE** Send 4 delegates and receive a 20% discount
- 3 Delegates (receive a 10% discount) 5805 Dhs per person
- 2 Delegates (receive a 5% discount) 6128 Dhs per person
- 1 Delegate 6450 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing : \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thank you.



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### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.