

ENSURE YOUR PROJECTS & PROGRAMMES ARE SET FOR SUCCESS

Why is a good business case / investment proposal important?

Vast sums of money and resources are

invested in projects & programmes

- Business cases and spending proposals are the catalyst for any major change and
- investment An effective business case helps to $lackbox{0}$ ensure a project or programme is setup to
- succeed $lackbox{}$ Initiatives can fail at the first hurdle if the business case fails to accurately scope the initiative and demonstrate return-on-

investment

- Projects and programme failures are often attributed to poor scoping and investment decisions lacksquareParticularly important in the public sector
- where initiatives are taxpayer funded lacksquareA strong business case is vital to ensure management buy-in and secure investment

APMG International™

Better Business Cases



INTERNATIONAL GUIDE TO

DEVELOPING THE PROJECT



AND CERTIFICATION

Based on UK and Welsh





THE GREEN BOOK

INTERNATIONAL GUIDE

TO DEVELOPING

CENTRAL GOVERNMENT GUIDANCE ON APPRAISAL AND EVALUATION THE PROGRAMME BUSINESS CASE BUSINESS CASE BETTER BUSINESS CASES: for better outcomes BETTER BUSINESS CASES for better outcomes



Economic

identify business

needs, spending

objectives, critical

success factors &

jusitfy value for money

Case

the Five Case Model approach

for developing business case

Strategic

align with overarching

programmes, policies

Commercial

ensure long term

commissioning entity

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benefits for the

Case

Case

& strategies

and attractiveness for the suppliers **Financial** Case + + + +ensure that funding

if private equity is to be used

is in place and that

sources of funding

are liquid, available

imperative to assess

and informed. It is

comparator during

financial appraisals

a public sector

The Better Business Cases guidance is used across the NHS as the methodology for developing robust business case proposals

which are strategically aligned to NHS objectives.

Thorough application of options appraisal and

cost-benefit analysis ensures that proposals are

commercially viable, affordable, deliverable and

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Management

ensure that best

deployed for the

management of

projects, change,

risks & benefits

practices are

identified and

programmes,

Case

designed to maximize public value to UK society. The guidance underpins the appraisal and assurance processes for NHS investments. Sue Stockley, FCA, Head of Business Case Technical Support, NHS England **FOUNDATION & PRACTITIONER CERTIFICATION AVAILABLE**

involved in

the scrutiny and

review of investment

proposals.

TWO KEY TARGET GROUPS Individuals Individuals

involved in the

development of

business cases and

spending proposals

(e.g. project/programme

managers).

Approved training available globally via

APMG accredited providers.

KEY BENEFITS &

LEARNING OUTCOMES

Understand and apply the philosophy of the Five Case Model to business cases and other spending proposals

Understand the

development lifecycle

of a business case

and the relationships

between the five

cases

Develop effective business cases and spending proposals that appropriately

scope the initiative and

secure funding and

management support

Understand different

types of business

cases, their purpose,

who is responsible for them and when they

are required

Ensure investments in projects &

programmes are based

on robust preparations

Reduce the risk of wastage and failed or flawed initiatives

Discover more at:

apmg-international.com/bbc