



HM Treasury

 **APMG** International

Helping ATOs to reach a public sector audience

APMG were approached by HM Treasury and the Welsh Government to develop a certification to help businesses deliver maximum value for their investments

Launch of the Better Business Cases Certification

The Better Business Cases certification, developed in close collaboration between APMG and key members of the Welsh government, HM Treasury and New Zealand Government, was launched in February 2013.

The course and examination sit alongside and complement HM Treasury's Green Book guidance. This guidance aims to considerably reduce the associated in-house and external consultancy costs of producing business cases to the required standards.

The successful launch of the Better Business Cases scheme was the result of close collaboration between early adopter Training Organisations (ATOs), the Treasury and APMG and supported by the delivery of co-ordinated global marketing activities.

The scheme enabled coveted access to a public sector audience that is traditionally hard to reach with a number of unique restrictions and buying processes. These include strict e-mail controls, rules on interaction with external suppliers and the involvement of multiple decision-makers across diverse departments.

The results

- A series of multi-channel marketing campaigns to promote the certification scheme have been run with great success via LinkedIn, Twitter, APMG website blogs, whitepapers and email updates.
- APMG organised a series of events internationally and in conjunction with UK and New Zealand Government departments have generated sales leads. Events were very well attended, with over 100 delegates each time, and have attracted a range of high profile speakers including Sir Derek Jones, Permanent Secretary, Welsh Government and James Ballingall, Head of the International Unit, Infrastructure UK.
- ATOs were invited to exhibit and presenting as part of the agenda.
- Interest in the certification has continued to grow year on year and is gaining momentum with over 5,000 exams taken since the scheme was launched in 2013. Foundation level exams were available from launch with the Practitioner exams available the following year.
- APMG accredited training organisers around the world including UK, France, Germany, Africa, Australia and New Zealand, furthering the reach of this scheme internationally.
- APMG's access to a global network of local Business Development Managers has provided ATOs supported with continued marketing and operational support to grow their businesses.

2017 Developments

A refresh of the guidance is almost complete and is due to be launched mid-2017. Two launch events have been planned to support the new guidance and full details will be announced on the APMG website www.apmg-international.com/bbc

Continual feedback from ATOs, the scheme owner and candidates has contributed to this refresh

“ One of our public sector clients requiring an extensive portfolio of programmes and projects to be launched, proactively planned ahead for staff development and capacity by organising BBC training for over 100 business case writers and assurers. A new confidence and momentum has emerged. And whereas previously strategic, financial, commercial experts and senior programme and project managers would view the business case from their perspective alone, the BBC training has given them that necessary overview of the entire business case development process and there is a greater synergy.

Another public sector client reported that his Business Case division had saved in the region of £2m in the first 4 months after training because they had introduced BBC standards for perspectives and thresholds, using the methodology to rank projects and ensure appropriate assurance was in place.

Anne Bellingan, Training Consultant at Pearce Mayfield ”