



APMG International™
Better Business Cases

Better Business Cases Certification Survey **2025: Insights & Impact**

**Key Findings from Certified
Professionals Worldwide**



Survey Report



Survey conducted from
December 17, 2024 - January 18, 2025.



3,445 candidates surveyed



Understand the impact of Better Business
Cases certification on project outcomes,
career development, and more.



Better Business Cases Certification

Top Reasons To Pursue

The Top Motivations:



Develop proposals that accurately scope an initiative and secure management support and funding.



Build confidence in the creation, management and approval of Business Cases, whilst enhancing career prospects

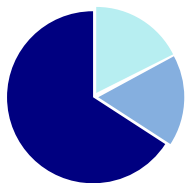


Optimise resources and equip employees with relevant skills to deliver investment ready proposals.



Learning And Certification Impact

Positive Project Impact



95% agree or strongly agree Better Business cases has improved project outcomes.

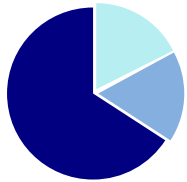


89% agree Better Business Cases Certification has a **positive influence** on business case success.



Learning And Certification Impact

Improved Planning & Management



**96% agree or strongly agree on
Improvement of Abilities Through
Better Business Cases Certification.**

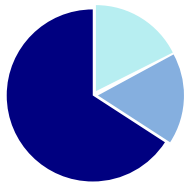


**90% agree Better Business Cases
Certification Optimized Value in Public
Sector Adoption.**



Learning And Certification Impact

Confidence Boost in key skills



94% feel increased confidence with their new found skills.

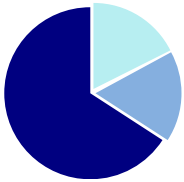


Better Business Cases Certification empowers employees and boosts confidence in navigating the creation of business cases.



Inside Insights

The Value of Feedback

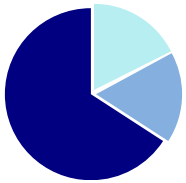


Over 90% of respondents deemed feedback channels as vital or very important in the business case development process, **underscoring the need for continuous dialogue.**



Areas of Focus in 2025

Frustrations



Version Control tools: 81.82% felt these would improve their business case development process.

Future Digital Initiatives



When it comes to embracing new technology there was mixed awareness, with **29.87% indicating readiness for digital adoption** but **55.84% unsure**.

Business Case Development Tools:

While 42.86% said such tools would help, an equal percentage expressed uncertainty, signaling a need for further exploration.

What Our Candidates Say

Quotes from candidates about their learning experience:



“Very interesting and educational in presenting business cases and in giving me confidence in writing them. Also got a promotion - used this learning experience in my interview.”



“Excellent course. It has given me the tools to assist clients better and ensure better application of public spending.”



“It was a very positive experience. I have recommended this course to others in my team and pushing for it to be a core part of our team’s development plan.”



What Our Candidates Say

Quotes from candidates about their learning experience:



“I now feel that I have the full overarching picture of why business cases are important. I've realised that having a good solid business case is a good basis for a project. I enjoyed the training and I've learnt a lot. Would recommend to anyone in the project management profession.”



“It was an awesome experience and applicable for all public sector projects.”



“I'd seen a number of business cases prior to attending the course, looking at them only really with knowledge I'd gained from colleagues, but didn't realise how much additional detail I had been missing. This course was great at adding so much to my knowledge and now I approach these reviews with a lot more enthusiasm as I understand much more about what is required. I feel this has really added value to my input.”

Why Choose Better Business Cases Certification?

Benefits:



Based on the **‘Five Case Model’** – the UK government’s **best practice approach** to developing spending proposals and enabling effective business decisions.



Develop proposals that accurately scope an initiative and **secure management support and funding**.



Positive impact on career and project success.



High satisfaction and recommendation rates.

Overall Recommendation

Would Professionals Recommend Better Business Cases?



95% would recommend Better Business cases to others involved in the development and review of business cases/spending proposals.



RECOMMENDED

Ready to elevate your career and achieve impactful results?



**Join a global community of professionals shaping
the future of Business Case management.**

**Enroll Now and Start Your Better
Business Cases Journey!**

