



Give your change initiatives the best chance of success with our Better Business Cases certification.

Change initiatives often fail at the first hurdle as the business case fails to convince senior management of the return on investment.

Creating effective business cases and spending proposals is therefore critical to securing funding and management buy-in. It is important therefore that individuals have the opportunity to develop their capabilities to create, review and adapt effective business cases.

Our Better Business Cases qualification is based on the 'Five Case Model' – the UK government's best practice approach to developing spending proposals and enabling effective business decisions.

The model provides a step-by-step guide to developing a business case that:

- Establishes a clear need for intervention (a case for change)
- Sets clear objectives in terms of return on investment
- Considers a wide range of potential solutions ensuring an optimal balance of benefits, cost and risks
- Sets out arrangements to ensure successful delivery of the proposal.

Organizations adopting this proven approach can expect a reduction in unnecessary spending and improved decision-making process, whilst project teams have a greater chance of securing necessary funding and support for change initiatives.

FURTHER INFORMATION

WHO IS IT FOR?

Our Better Business Cases certification is aimed at individuals involved with, or overseeing, projects including:

- Project/programme sponsors/directors and other directors with responsibility for the successful delivery of programmes and projects
- Project managers and team members tasked with developing a business case for investment
- Officers and managers involved in the scrutiny and review of investment proposals.

Find out more online at www.apmg-international.com/BBC

Qualifications available:

- FOUNDATION (multiple-choice)
- PRACTITIONER (objective-testing)

You may also be interested in:

- AgilePM
- Managing Benefits
- PRINCE2®
- Project Planning & Control
- Stakeholder Engagement

