

BUSINESS CASE DEVELOPMENT WORKSHOP

Learn to Create Compelling Business Case Presentations



Strategy
Generation
Company

A business case is more than just a financial spreadsheet; it is a clearly developed strategy to pursue an attractive commercial opportunity.

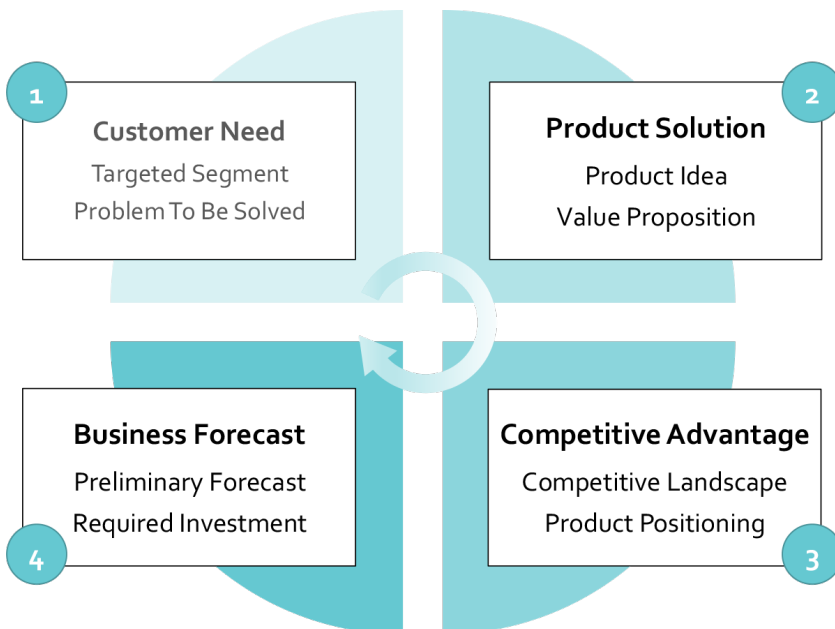
For most product managers, a business case provides the financial justification to move forward with a new product investment project. But a business case is much more than just a statement of financial forecasts and figures. Instead, it is a complete commercial strategy that supports your forecast and convinces stakeholders that your financial commitments will be met.

Our Business Case Development Workshop teaches product and business leaders how to develop clear and concise business case presentations in support of new product ideas and projects. Our process steps participants through both the financial and commercial stages of business case development, ensuring that teams are prepared to both succeed at their gate review meetings and fully support their projects over the long term.



WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders



FRAMEWORK

Our **Commercial Opportunity Framework** outlines the four main elements (and eight sub-elements) that are required to support a successful, commercially-driven business case presentation. These are:

1. A Customer Need
2. A Product Solution
3. A Competitive Advantage
4. A Business Forecast

CONTENTS

CUSTOMER NEED

- Identifying Your Targeted Segment(s)
- Defining the Problem(s) To Be Solved

PRODUCT SOLUTION

- Clarifying Your Product Idea
- Outlining Your Value Proposition

COMPETITIVE ADVANTAGE

- Analyzing the Competitive Landscape
- Determining Your Product Positioning

BUSINESS FORECAST

- Defining a Preliminary Forecast
- Identifying Required Investments

PREPARING THE FINAL BUSINESS CASE

INFORMATION

FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- Teams work on their own pre-chosen products and portfolios
- **Customized versions also available**

MATERIALS

- Digital workbook and framework
- Access to our **Market Planning Toolkit**

CONTENT BREAKDOWN

- ~55% Group Instruction
- ~45% Exercises and Discussion

OUR TRAINING PROGRAMS

STRATEGIC PLANNING WORKSHOPS



Strategy
Generation



Business Case
Development



Go-To-Market
Planning



Life Cycle
Planning

STRATEGIC SKILL DEVELOPMENT



Strategic
Thinking



Strategic
Leadership



Strategic
Storytelling



Voice Of
Customer



Strategy
Generation
Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!