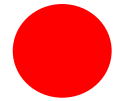


Welcome to:

We will start in at 12.30pm



Top tips for business  
cases

# A bit about me...

## ... and a bit about logistics



Question panel

How can we talk?



By the end of the session you will be able to...

- Explain why business cases are important
- Identify the guidance available
- Define top tips for improving your business cases



## What are we going to cover?

- The case for business cases
- Some guidance
- Top tips
- Questions



Why do we need a  
business case?

## Why do we need a business case?

### JUBILEE LINE EXTENSION

#### COSTS

Underestimated by  
**£1.4bn**



#### PROJECT DURATION

Underestimated by  
**2 years**



What does a  
good business  
case look like?





# The 3 Cs

Correct



Concise



Clear



# Top tip

Use the green guidance book

Links provided  
in the chatbox



# What is the 5 Case Model?

Strategic

Is there a compelling case for change?

Economic

Are we optimising public value?

Commercial

Is the potential deal achievable and attractive to market place?

Financial

Is the proposal affordable?

Management

Can we deliver it successfully?

# Top tip

Be clear on your objectives



What is the  
market  
failure?



# Top tip

Include the  
correct information



# Opportunity cost

*Noun*

- the loss of other alternatives when one alternative is chosen



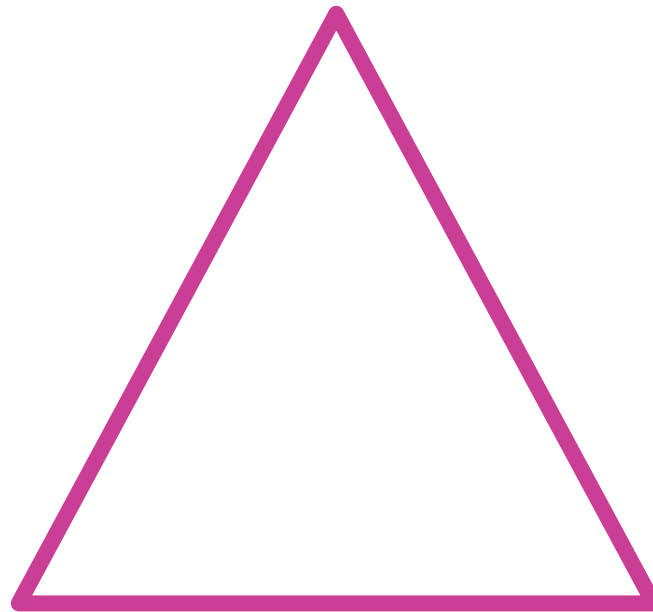


# Top tip

Make it robust



Ownership



Challenge

Documentation

What is  
optimism bias?



On a software development project, what do you think the starting point would be for the uplift on capital expenditure?

Project Type	Optimism Bias (%) <sup>2</sup>			
	Works Duration		Capital Expenditure	
	Upper	Lower	Upper	Lower
Standard Buildings	4	1	24	2
Non-standard Buildings	39	2	51	4
Standard Civil Engineering	20	1	44	3
Non-standard Civil Engineering	25	3	66	6
Equipment/Development	54	10	200	10
Outsourcing	N/A	N/A	41*	0*

From HMT Optimism Bias Guidance



# Top tip

Don't duck the risks



# Top tip

Be proportionate





# Top tip

Tell a story



# Top tip

Write it well



Clear



Readability Statistics		?	×
<b>Counts</b>			
Words		455	
Characters		2442	
Paragraphs		31	
Sentences		19	
<b>Averages</b>			
Sentences per Paragraph		1.7	
Words per Sentence		17.9	
Characters per Word		5.1	
<b>Readability</b>			
Passive Sentences		15%	
Flesch Reading Ease		41.7	
Flesch-Kincaid Grade Level		11.8	
		OK	

Concise

# Top tip

Don't underestimate how long it takes



# Top tip summary...

- Use the guidance
- Be clear on your objectives
- Include the correct information
- Make it robust
- Don't duck the risks
- Be proportionate
- Tell a story
- Write it well
- Don't underestimate how long it takes





## Now you are able to...

- Explain why business cases are important
- Identify the guidance available
- Define top tips for improving your business cases

# Upcoming webinars...

**Delivering differently**

12.30-13.15 on 28 October 2015

This free lunchtime webinar addresses how to assess current service delivery arrangements and how to deliver more efficiently and more effectively through an alternative means.

**Making sense of governance**

12.30-13.15 on 3 November 2015

This free lunchtime webinar will take participants along the governance journey in an interactive and entertaining way that will inspire as well as provide moments for reflection.

**Leading complex change**

12.30-13.15 on 12 November 2015

This free lunchtime webinar takes you through the thinking needed to plan complex organisational changes.

**Accounting for grants**

12.30-13.15 on 25 November 2015

This webinar will provide you with an overview of the accounting arrangements for grants and contributions, including understanding the difference between stipulations, restrictions and conditions.

# Contact us



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