

## Business-case writing course

It's a sad but true fact that many good ideas go to waste simply because they don't get the attention they deserve.

In the business world, getting this attention comes down to the ability to write a good business case. And if you find that ideas from your department often miss out on funding, you may have traced it back to problems in your own team's business cases.

Perhaps it's that their documents lack a logical structure, forcing decision makers to work hard to piece together what's being said. Or maybe their business cases don't clearly signpost key recommendations. Or they could simply fail to get to the point, losing their main message in overly long justifications.

But it doesn't have to be this way. A persuasive, easy-to-follow business case helps communicate ideas to decision makers clearly – which ultimately means more cases getting the thumbs up.

That's why we developed this business-case writing course. It's specifically designed to help teams who write business cases for internal decision-makers – such as board members, senior managers and department heads.

The end result will be business cases that take less time to write, and less time to understand – giving your proposals the best possible chance of succeeding.

## Who is it for?

This course is for any team which wants to persuade readers to buy, sell, sign off or agree to a project.

## What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

Your team will also have complete access to weekly online lessons as part of our follow-up programme, Emphasis 360. This will allow your team to recap the techniques they covered in the course – and learn new ones.

## Numbers, pricing and venue

We can train four people up to an entire organisation. (Please ask about our open courses if you only need to train one to three people.)

The cost of the course varies depending on how many people you're looking to train. If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com).

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we'll run our course on your premises. (We can also train remotely via WebEx.)

All our courses come with a 30-day money back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

## Learning objectives

**Our business-case writing training focuses on practical, actionable writing advice for your team, including how to:**

- construct a powerful argument that puts forward the very strongest case for your team's idea
- establish need for what your team are proposing – leaving decision-makers in no doubt about why their case deserves their full attention
- effectively promote the benefits of their project, ensuring there are no key arguments missing from their final document
- write reader-centred proposals and business cases – preventing them from writing anything decision makers won't read or understand
- leave a positive final impression
- use correct grammar and punctuation – stopping their readers from paying more attention to their errors than to the substance of their case.

## Course programme

### Business-case writing course

#### 9.30 Introduction

- Welcome
- Course overview
- Thinking about different readers' needs
- Establishing clear objectives
- Identifying your key messages

#### 10.45 Coffee

- Building a persuasive argument
  - Assembling the facts
  - Defining the opportunity or problem
  - Assessing the way forward
  - Addressing different readers' needs
  - Making the proposal flow
- Intros and endings
  - Writing an effective executive summary
  - Creating a positive last impression

#### 1.00 Lunch

- Writing with impact
  - Being direct
  - Making your writing active
  - Avoiding inappropriate jargon
  - Being concise
  - Structuring clear sentences

#### 3.30 Tea

- Using layout to draw in the reader
- Ensuring there are no mistakes
  - Perfect punctuation and grammar
  - Proofreading

#### Summary

#### 5.30 Close

Get your documents read: discover how to grab your readers and keep them reading