

Write Business Cases that Stakeholders Love

GoSkills online course syllabus

Skill level

Beginner

Lessons

7

Pre-requisites

No prior experience needed

Video duration

18m

Estimated study time

18m 46s

Instructor

William Reed

Introduction

- 1** Impress stakeholders with your business case
Business cases are your ticket to transforming ideas into reality and getting buy-in from key stakeholders.

Identify Good and Bad Business Cases

- 2** Recognize traits of good business cases
Recognizing the difference between effective and ineffective business cases is key to success.

Research and Gather Data for Your Business Case

- 3** Conduct market analysis
Market analysis provides context and support for your business case.

- 4** Collect relevant business data
Data collection is essential for making informed decisions.

Craft a Compelling Narrative

- 5** Develop a clear problem statement
A clear problem statement defines the issue your proposal addresses.
- 6** Articulate proposed solutions
Proposing solutions is key to a persuasive business case. In this lesson, you'll build skills to articulate proposed solutions effectively.

Conclusion

7

Write winning business cases

Thanks for watching!

[Go to GoSkills.com](https://www.goskills.com)