IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Essential Skills for Writing Successful Business Cases

26 May 27
+ 10 November 27

This masterclass will give you the skills and understanding to write clear, compelling and factual documents to give your business initiatives the best chance of success.

Format:
Live online

CPD:
3 hours for your records

Certificate of completion

Course overview

By creating a comprehensive business case, organisations can ensure that projects are well-conceived, justified, and planned; ultimately increasing the likelihood of successful outcomes and sustainable value creation.

By honing your writing skills, you will create documents that present a comprehensive analysis and justification for a proposed business initiative, project or investment.

By giving decision-makers a clear understanding of a proposed initiative within a well-conceived business case, they will have all the details of the opportunity proposed, including:

- the potential benefits
- costs involved
- possible risks and how to mitigate against them
- feasibility assessments

A clear, well written document is a vital step in justifying a project and facilitates informed decision-making. It is a means of presenting a proposed initiative in the best light, demonstrating how it will add value to the organisation and help to prioritise investment.

During this half-day course, the expert trainer will cover best practise in writing business cases, cover what to include in your rationale and explain how to put them to best use to give you a greater chance of proposing a successful business initiative.

Benefits of attending

By attending this course you will:

- **Understand** the purpose and use of business cases
- **Learn** what should be included in a clearly written rationale
- **Get to grips** with the skills for writing compelling business cases
- **Improve** your communication and stakeholder management skills
- **Achieve** the outcomes you require for your project

Who should attend?

This course has been specially designed for:

- Senior business executives and managers
- Business development managers
- Project managers
- In-house and private practice lawyers
- Heads of legal teams

This course works well alongside the change management, project management and process management workshops.

Programme

Understanding the purpose and benefits of businesses cases

- Purpose and usage
- Common context and content
- Making the content compelling
  - Strategic alignment
  - scenario analysis

Business cases in practice: implementation and evaluation

- Implementation plans
- Measurement issues, including common KPIs and costs to the business
- Stakeholder management, communicating and persuasion

Summary and final questions

Presenter



Helene Russell

Hélène Russell, founder of The Knowledge Business, is a UK solicitor (non-practising) and specialist in Knowledge, Learning and Innovation. After 8 years in practice, primarily in clinical negligence litigation defence, she has worked as a self-employed knowledge management consultant for 13 years. Hélène specialises in practical tools to improve the efficiency and profitability of real-life law firms.

Hélène has extensive experience in business strategy, project management and teaching leadership skills. She runs a popular 'KM Strategy + coaching' course in UK and has written short form and lengthy strategies for a variety of law firms, as well, of course, as writing her own business's strategy. Hélène has spoken at various events, including Ark's KM Legal, Lexpo-18, for UWE, St Andrew's University, BLS and Allice, and chaired international conferences.

She runs a global online KM training and networking group and is a core committee member organising the annual UK Knowledge Mobilisation Conference and Chair of CILIP's Knowledge and Information Management Special Interest Group. Hélène has an executive MBA with distinction (which included a strategy module), and she is the sole author of two textbooks, contributor to five of Ark's multi-author books and is currently contracted to Facet Publishing to write a handbook on KM Strategy.

Course dates

26 May 27	**Live online** 13:30-17:00 **UK (London)** (UTC+01) *Course code 17166*	GBP **299** ~~349~~ EUR **419** ~~489~~ USD **481** ~~559~~ **Until 31 Mar**
10 November 27	**Live online** 13:30-17:00 **UK (London)** (UTC+00) *Course code 17474*	GBP **299** ~~349~~ EUR **419** ~~489~~ USD **481** ~~559~~ **Until 15 Sep**

How to book

Online:
ipi.academy/2697

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

Excellent presentation and management of a small [training] group - interaction and discussion was an essential part of this training and managed well. Excellent all round - an effective approach to writing succinct and effective business case requests.

Bruce Siddorn
Senior Contracts Manager
Dematic Limited
Mar 6 2025

★★★★☆

Content, presentation were all good. The speaker was very engaging. Would recommend.

Corinna Mossop
R&D Operations Director
Plymouth Hospitals NHS Trust
Mar 6 2025

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



Harry ALTAMONT
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com

IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com