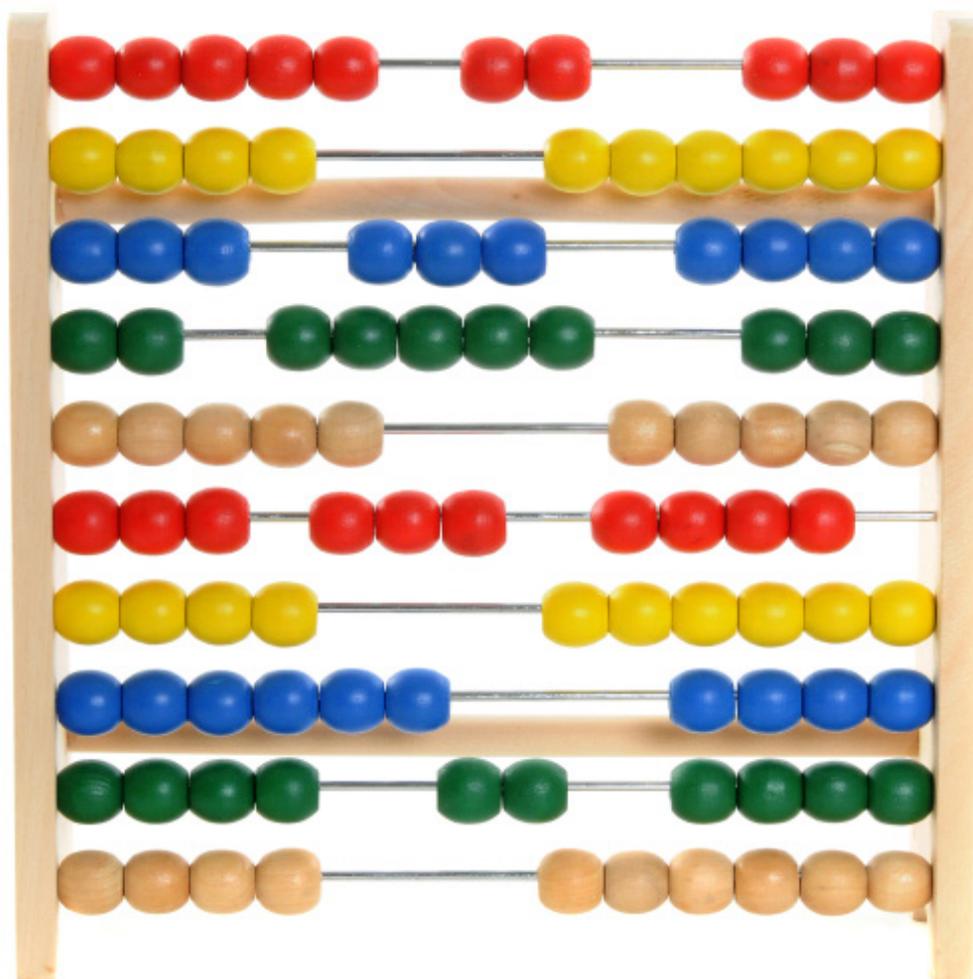


Business Case Writing

1 Day Course

Phone: 1800 BRAINMATES
Online: brainmates.com.au



Business Case Writing

1 Day Course

About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

It is a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

They apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

From time to time experienced Product Managers require time in a structured class room environment to reflect and assess the way in which they carry out their day to day job.

Master Classes are refresher courses for Product Managers to revive their knowledge in a particular Product Management activity. They have been designed for the Product Manager to review and fine tune current work practices. Information delivered and shared in the class enhances the Product Manager's existing knowledge base and builds on their present skill sets.

The Business Case Master Class is a refresher course to help Product Managers investigate and prepare effective business cases ensuring that they launch profitable products in the right markets.

1 Course Overview

The **Business Case** is fundamental to most Product Development activities, yet the steps required to develop one vary widely across organisations and even within individual teams in organisations.

This one day session reviews the purpose of the Business Case and provides a systematic approach to developing proposals that will support an investment by the business.

2 Learning Outcomes

Product Managers will learn:

- The steps required to take an idea from conception to business approval.
- To identify the market potential for new ideas and determine the business' opportunity.
- To determine inputs required for a good Business Case including business capability and the organisational risks associated with delivering the new product or service.
- To craft a compelling story for the business to understand and assess.
- To review Business Cases to determine when to proceed with product delivery.
- To present Business Cases to stakeholders in a succinct and informative way.
- To recognise a good Business Case.

3 Business Benefits

Organisations will realize immediate and ongoing benefits of investing in their Product Management capabilities:

- The presentation of well researched, compelling opportunities for the business to determine which to select and pursue.
- The ability to make better investment decisions.
- A competitive advantage for your business.

4 Who Should Attend?

- Product Managers
- Product Marketers
- Product Analysts
- Innovators

5 How Much?

The price of this 1 day course is \$995 (incl. GST) pp

6 Testimonial

“The Brainmates Business Case Master Class was a circuit breaker, creating a new baseline for the rate of which successful products have been initiated through the Business Case process and launched into the right markets. My team learnt how to hone in on what projects would be of value to deliver to our industry, and communicate it succinctly to stakeholders.

As a result, the amount of approved project funding within the year following the Master Class, was equivalent to the total amount approved during the previous 5 years. Furthermore, many of the digital talent in the team went on to more senior roles within CBA and externally, having shown a track record of initiating a project and taking a product to market.”

Adam Farroway, Executive Manager Online Channel Development

About Your Trainer



Nick Coster
Head of Training Services & Co-founder of Brainmates

Nick is Brainmates' lead Product Management training facilitator and has trained over 2000 Product Management professionals from a wide range of companies and industries.

He enjoys working with them to help them deliver market-driven product innovation.

He brings life to the Product Delivery Framework by sharing his personal experiences as a practitioner of Product Management.

Nick is passionate about the benefits of building products and services that delight the buyer and the user.

He has been developing and managing products for over 20 years, with range of different companies including Telstra BigPond, Excite@Home, Optus, Westpac, eBay, Cochlear, and Macquarie University.

Business Case Writing

How to register

To register for the course for you and your Product team please get in touch:

Email

training@brainmates.com.au

Phone

1800 BRAINMATES
1800 272 466

Online

brainmates.com.au/training

Other Courses:

This Business Case Writing course provides a structured storytelling approach that will effectively feed new ideas into a product delivery process.

Brainmates provide other courses that cover the breadth of the Product Management domain or delve deeper into specific content areas to further build on the skill sets of Product Management Professionals

Essentials of Product Management	3 Days
Financial Fundamentals for Product Management	2 Days
Essentials of Product Marketing	2 Days
Practical Agile for Product Managers	1 Day
AIPMM Certified Product Manager (Exam and Prep)	1.5 days

Private Team Training

For groups of 6 to 16 participants, Brainmates offers Private training workshops to client organisations to hone ins on specific business and product management team needs.

Privately run courses provide the benefit of being able to bring your team together to map the course material and Product Management Framework back to the organisations existing processes. The real world products used as examples throughout the course and can later be used to accelerate the activities outside of the course.

<https://www.brainmates.com.au/workshops>

One on One Coaching

Following a course you may have specific questions that you don't want to ask in the group. Book in for a private coaching session to bounce ideas off an experienced, yet impartial "Brainmate" and accelerate your own personal development.

<https://www.brainmates.com.au/career-development/coaching>

