

Developing Effective and Convincing Business Cases

A one day workshop designed to provide an insight into writing short and concise business cases. For example those which are required for everyday type of use such as, bidding for more resources, proposing changes in service, offering or looking for support to pursue a research project etc.

This highly interactive workshop which is based on good business case principles and experience of the workshop leader, is suitable for all service managers and clinicians.

AREAS COVERED

- Strategy and its relation to Business Cases
- Examining the Business Case within the NHS context
- Structure and put together a Business Case
- How to do an option appraisal
- Business Case "Top Tips"
- Identify the role of stakeholders and how to work with them effectively

FACILITATOR:

Zac Arif , Director, The Access Partnership

Programme

09:30 REGISTRATION, TEA AND COFFEE

09:45 INTRODUCTIONS, OBJECTIVES, EXPECTATIONS
Zac Arif

STRATEGY AND BUSINESS CASES

- Identifying the case for change
- Gathering the evidence to support change
- Some useful models & tools
- *Group activity & feedback*

11:15 BREAK

11:30 WHAT IS A BUSINESS CASE?

- Why produce one?
- NHS Context
- Sharing local experiences
- Components of a Business Case
- How many options and Information required?
- Useful template
- *Group activity & feedback*

1:00 LUNCH

14:00 BUSINESS CASE CLINIC

This will be an interactive session and will provide a useful opportunity for delegates to raise and discuss issues relating to developing local Business Cases and / or work through specific areas using the Business Case template discussed earlier.

14:45 TEA/COFFEE

15:00 WORKING WITH KEY STAKEHOLDERS

- Identifying key stakeholders
- Strategies for engaging stakeholders
- *Group activity and feedback*

16:00 SUMMARY & CLOSE

