

## Presenting Your Projects: Writing Targeted Business Cases

**Course Code:** 1165

**Course Duration:** 1 day

Your boss wants a concise but thorough description of your project proposal and the business need it addresses. Time to panic? Not after you've been through *Writing Targeted Business Cases*. This course will teach you the fundamentals of business case writing so you can document the business need and effectively communicate, in easy to understand language, the rationale and deliverables of your project. Blast through the writer's block and create effective business documents that help you clearly communicate to peers and supervisors.

**Course Description:** Through discussion and exercises, this course teaches how to write with a focus on success. Understand where the emphasis on communications is placed for the sender vs. the receiver. Discuss the difference between business and literary styles of writing and how to judge documents according to their effectiveness and efficiency. Explore the elements of a business case through discussion and exercises. Bonus materials present the unique difficulties in communicating with a non-technical audience and how to create communications that are effective with non-technical audiences.

### Topics List:

- Effective vs. successful communication
- Formatting for ease of reading
- Guidelines for business writing
- What to avoid to be more effective
- Guidelines for editing
- Targeting your audience
- Common business correspondence templates
- Goals of the business case
- Business case components
- Communicating technical topics to non-technical audiences

### Outline

1. Communications Overview
  - a. Recognize the ingredients of effective communications
  - b. Understand the priority of ingredients for successful communications
  - c. Anticipate how messages are received
  - d. Formulate communications that are effective, efficient and successful
  - e. Describe keys to efficiency, effectiveness and success
2. Business Versus Literary Styles
  - a. Understand the differences between business and literary writing
  - b. Apply tips for better writing
  - c. Use templates
3. Business Cases
  - a. Understand the purpose and audience of a business case
  - b. Determine the components of your business case

- c. Build the content of your business case
  - d. Present your business case
- 4. Technical communications
  - a. Define technical communications
  - b. Communicating the message
  - c. Translating technical communications for non-technical audiences
  - d. Using metaphors and analogies

**Who Should Attend:** Project managers, team leaders, functional leaders, technical specialists, subject matter experts.