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You determine the length of your business cases according to the scope and complexity of your proposed endeavour. A complex project means a long business case; a small, short project means a short business case. However, Maholic cautions against adding too much detail — conciseness can be a challenge.

How to Write a Business Case | Smartsheet

The purpose of the business case is communication. Therefore, each section should be written in the parlance of the intended audience. Moreover, it should only contain enough information to help decision making. When writing a business case keep the following in mind: Be brief and convey only the bare essentials. Make it interesting, clear, and concise

How to Write a Business Case - Template & Examples | Workfront

Author : Raymond Sheen Pages : 176 pages Publisher : Harvard Business Review Press 2015-07-07 Language : English ISBN-10 : 1633690024 ISBN-13 : 9781633690028 Description HBR Guide to Building Your ...

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How to Write a Business Case - ProjectManager.com

Stage 1 – Scoping the scheme and preparing the Strategic Outline

Case (SOC) Stage 2 – Planning the scheme and preparing the Outline

Business Case (OBC) Stage 3 – Procuring the solution and

preparing...

Guide to developing the Project Business Case - GOV.UK

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9781633690028: HBR Guide to Building Your Business Case ...

Here are a few key points to consider as you build your business case.

Build your team. Building a cross-functional team allows you to examine solutions from multiple angles. Otherwise, you run the risk of developing a solution from one particular point of view—most likely your department's—and overlooking a better solution or important costs and benefits.

How Do You Build a Business Case? | Laserfiche

The HBR Guide to Building Your Business Case, written by project management expert Raymond Sheen, gives you the guidance and tools you need to make a strong case. You'll learn how to: Spell out the business need for your idea. Align your case with strategic goals. Build the right team to shape and test your idea.

HBR Guide to Building Your Business Case by Raymond Sheen ...

Most business cases start as a business idea validated with some market research, anecdotal customer evidence, or gut feel. The first step is to find an executive sponsor who cares about your success and who can provide guidance and support throughout the project.

Product Management Business Case | Product Focus

The Guide is the authoritative resource for the 6D Framework, the

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same case building approach we deliver to companies and organizations including ABB, BP, Cisco Systems, Ericsson, IBM, McDonald's, Microsoft, NASA, NSA, Royal Bank of Canada, US Department of Defense, SAP, and others.

The Business Case Guide 3rd Ed, The Recognized Standard ...
The reader is taken through the entire business case preparation journey from identifying the need and realising it, discovering who the case is to be presented to and identifying their desires and requirements, building the case and adding structure through numbers and research before it is presented, whether verbally or in writing.

HBR Guide to Building Your Business Case: Amazon.co.uk ...
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