Making The Business Case How To Create Write And Implement A Successful Business Plan

In over 25 years of managing risks across a range of disciplines and industries, I have in only one instance, had adequate resources to implement appropriate risk strategies. That was following a terrorist attack on the Jakarta Embassy when the government of the day, insisted that all our overseas missions would be protected to a minimum standard. At the time, I was Manager, Property and Security for the Australian Trade Commission with a remit spanning 60 nations. In a few short months, my team and I built a $56 million budget, and for a short period, our greatest challenge was spending the money fast enough to meet the program timelines. For the rest of my career, the biggest challenge has been finding adequate funding - and I have to say, that with research, practice and dedication, I've become rather good at it. Even without having met you, I'm going to suggest that finding sufficient funds to do what you know you need to do, is probably your biggest challenge right now. This book was designed with one purpose in mind - to help you get the resources you need to support the right risk treatments. It was born when a friend of mine asked me one day, "how can I demonstrate the business case for my risk treatments?" That simple question proved much more difficult to answer than I would have thought. It did however, prompt me to change one of my master's electives to conduct a research project into the business case for investments in risk management. That in turn, lead me to create a training course the topic, and before long, the workbook from that course became this book. The book draws on research from a range of disciplines and using generous color graphics, is designed to take you through the full process of initiating, researching, developing, analysing, writing and finally presenting a business case. Although the focus is on business cases for risk treatments, you don't need to be a risk expert and the same concepts are applicable to any business case. It's been designed with simple tips to get you started including: - The 4C's of defining a problem? - The 4A's of defining a recommended solution - ESIEAP (The Hierarchy of Controls) to determine which type of risk treatment is better? - The 8 simple steps that you can do on a single sheet of paper to determine whether your proposed business case has merit. - How to use the 4A's, 4C's and ESIEAP to spot a poor business case in under 5 minutes (including self-assessing your business case before the boss does). If you've been struggling to get your IT project, portfolio planning, safety, security or finance business cases funded, then this is the book for you. In just a few short hours you can know all you need to know to develop a great business case. Becoming a partner in a professional services firm is for many ambitious fee-earners the ultimate goal. But in this challenging industry, with long hours, high pressure and even higher expectations, how do you stand out from the crowd? How do you build the most effective relationships? And how do you find the time to do all of this and still have a fulfilling personal life? Now in its third edition, How to Make Partner and Still Have a Life equips individuals at the start of their career through to partner with the skills needed to reach and succeed at the leadership level. How to Make Partner and Still Have a Life details the expectations and realities of being a partner and outlines how you can continue to achieve once you have obtained the much-coveted role. This edition is updated with guidance on developing the right mindset for success and the importance of mentoring and sponsorship. There is a specific focus on women and BAME professionals and the challenges faced by individuals coming from non-traditional or under-represented backgrounds. Heather Townsend and Jo Larbie provide a guide to help you tackle common obstacles and work smarter - not harder - to reach the top. Start your journey to partnership and still have the time for a life outside of work.

Making the "hard" business case for human capital investments isone of HR's greatest challenges. In this groundbreaking work, human capital analytics and strategy expert Frank DiBernardino provides a powerful method that links human capital investment performance with shareholder value. Using the formulas and methods described in this book will change the nature of the conversation about human resource initiatives in the C-suite. They will help HR build a "hard" business case linked to the financials that demonstrate the measurable value of people-centered initiatives. Praise for Optimize Human Capital Investments"The Vienna Index is an excellent and efficient tool to capture and analyze the true cost and productivity of all of the human capital engaged in the organization. The Vienna approach provides reliable, comprehensive and complete measurement that is consistent globally. It is the future of human capital analytics. "Thomas P. Clardy Formerly Senior Vice President Human Resources, QVC "As a former CFO who relied heavily on metrics to help support the management of disparate businesses, I welcome Frank DiBernardino's contribution to the management toolkit. For too long, managers have been limited by their inability to quantify, at an organizational level, the contribution of their human capital to the success of their business. With this book, Frank introduces us to a new way to measure and track our progress toward improving not only the efficiency, but also the effectiveness of an organization's human capital." Frank C. Zirnkilton, Jr.Managing Director Broad Reach Management LLC In my leadership role with the Graduate programs in Human Resource Development at Villanova, I am continually seeking innovations that will provide strategic advantage for human resource executives.Frank DiBernardino has provided a breakthrough contribution with the formulas and analytic methods described in Optimize Human Capital Investments. Frank has made the "hard" business case for human capital investments. HR leaders can use Frank's important contributions to the human capital analytics body of knowledge as the basis for making their own advancement to quantifying human capital. David P. Bush Ph.D.Director, Graduate Programs in Human Resource Development Villanova University

As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results, but also to document its impact to the bottom line. A fundamental part of this is the pricing ROI calculations. This book, edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu, is the first to outline contemporary theories and best practices of documenting pricing ROI. It provides proven methods, practices and theories on how to calculate the impact of pricing activities on performance. Marketing ROI is now a common concept: this collection proves to do the same for pricing. Hinterhuber & Liozu introduce the concept of pricing ROI, documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future – in times of budget constraints. 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much-needed light on how to measure and increase pricing ROI. This groundbreaking book will enlighten students and specialists of marketing and sales, pricing managers and executives alike.

Providing the necessary background information and hands-on tools to build compelling business cases, this book will increase the reader's capability to champion new business development ideas, take them to senior management, and facilitate the decision process by understanding the key theories and practices of finance and corporate investments.

If you want to ask your boss to spend money on something, you're going to have to present a compelling business case. If you want to make sure that your idea gets implemented, you're going to need a sound business plan. This book shows how HR can present its options, develop a sound business plan and contribute to its implementation.

It's Personal: The Business Case for Caring thoughtfully examines the Human Connection Movement(TM) in the workplace, which is fueled

by a growing desire among employees to feel more connected to one another and as a result, better connected to their jobs. This movement, which is especially important given the challenges of today's new work-from-home environment, has transformed the role of employers into the benefactors of wellbeing. It's Personal: The Business Case for Caring serves as a strategic and tactical guide for company leaders who want to embrace this transformational change, improve employee engagement, and drive business results. Written by Lorna Borenstein, founder and CEO of the on-demand wellbeing engagement solution Grokker, It's Personal: The Business Case for Caring can be used by leaders to justify why creating a caring environment is a vital corporate strategy -- not just because it's the right thing to do but because it's the smart thing to do. The chapters have been organized to build one from the next, starting with an examination of employees' changing needs and concluding with the practical aspects of managing workforce culture and benefits. In addition to the author's insights -- backed by a combination of data and real-world experience -- It's Personal: The Business Case for Caring includes testimonials from business leaders at the most innovative employers, showcasing real-world examples of organizational caring in action. These guest perspectives from leaders at companies such as Aetna, Southwest Airlines, and Morningstar, each expound on a topic, key idea, or issue from within the chapter, helping to reinforce the book's unique global perspective. Designed to help readers understand the context for caring -- why now is the time to take a fresh look at the employer/employee relationship -- and appreciate leadership's role in not only culture change but in improving the life and work experiences of employees, It's Personal: The Business Case for Caring is at once inspirational, practical, and timely. The book will be appreciated by even the most time-crunched and under-resourced readers who want to do the right thing for their employees.

Measures the benefits of GIS--a collection of hardware, software, and geographic data for capturing, storing, updating, manipulating, analyzing, and displaying all forms of geographically referenced information in layers on maps-for both businesses and government. Advanced.

How can businesses transform to achieve competitive advantage in a digital-enabled world? How can managers and leaders create a culture that supports lasting change through these transformations? Building the Agile Business through Digital Transformation is an in-depth guide for all those needing to better understand, implement and lead digital transformation in the workplace. It sets aside traditional thinking and outdated strategies to explain what steps need to be taken for an organization to become truly agile, embed innovation and develop talent to succeed. This majorly revised second edition of Building the Agile Business through Digital Transformation contains new material on the culture and mindset challenges of shifting at scale from linear to agile working, and using data effectively in organizational decision-making. Full of practical advice, examples and real-life insights from organizations at the leading edge of digital transformation including AirBnb, Amazon and Google, this book is an essential guide to driving success by becoming an agile and digital native business.

The fast and easy way to understand and implement Six Sigma The world's largest and most profitable companies—including the likes of GE, Bank of America, Honeywell, DuPont, Samsung, Starwood Hotels, Bechtel, and Motorola—have used Six Sigma to achieve breathtaking improvements in business performance, in everything from

products to processes to complex systems and even in work environments. Over the past decade, over $100 billion in bottom-line performance has been achieved through corporate Six Sigma programs. Yet, despite its astounding effectiveness, few outside of the community of Six Sigma practitioners know what Six Sigma is all about. With this book, Six Sigma is revealed to everyone. You might be in a company that's already implemented Six Sigma, or your organization may be considering it. You may be a student who wants to learn how it works, or you might be a seasoned business professional who needs to get up to speed. In any case, this updated edition of Six Sigma For Dummies is the most straightforward, non-intimidating guide on the market. New and updated material, including real-world examples What Six Sigma is all about and how it works The benefits of Six Sigma in organizations and businesses The powerful "DMAIC" problem-solving roadmap Yellow, Green and Black—how the Six Sigma "belt" system works How to select and utilize the right tools and technologies Speaking the language of Six Sigma; knowing the roles and responsibilities; and mastering the statistics skills and analytical methods Six Sigma For Dummies will become everyone's No. 1 resource for discovering and mastering the world's most famous and powerful improvement tool. Stephen Covey is spot-on when he says, "Six Sigma For Dummies is a book to be read by everyone."

This tutorial teaches you how to use the statistical programming language R to develop a business case simulation and analysis. It presents a methodology for conducting business case analysis that minimizes decision delay by focusing stakeholders on what matters most and suggests pathways for minimizing the risk in strategic and capital allocation decisions. Business case analysis, often conducted in spreadsheets, exposes decision makers to additional risks that arise just from the use of the spreadsheet environment. R has become one of the most widely used tools for reproducible quantitative analysis, and analysts fluent in this language are in high demand. The R language, traditionally used for statistical analysis, provides a more explicit, flexible, and extensible environment than spreadsheets for conducting business case analysis. The main tutorial follows the case in which a chemical manufacturing company considers constructing a chemical reactor and production facility to bring a new compound to market. There are numerous uncertainties and risks involved, including the possibility that a competitor brings a similar product online. The company must determine the value of making the decision to move forward and where they might prioritize their attention to make a more informed and robust decision. While the example used is a chemical company, the analysis structure it presents can be applied to just about any business decision, from IT projects to new product development to commercial real estate. The supporting tutorials include the perspective of the founder of a professional service firm who wants to grow his business and a member of a strategic planning group in a biomedical device company who wants to know how much to budget in order to refine the quality of information about critical uncertainties that might affect the value of a chosen

product development pathway. What You'll Learn Set up a business case abstraction in an influence diagram to communicate the essence of the problem to other stakeholders Model the inherent uncertainties in the problem with Monte Carlo simulation using the R language Communicate the results graphically Draw appropriate insights from the results Develop creative decision strategies for thorough opportunity cost analysis Calculate the value of information on critical uncertainties between competing decision strategies to set the budget for deeper data analysis Construct appropriate information to satisfy the parameters for the Monte Carlo simulation when little or no empirical data are available Who This Book Is For Financial analysts, data practitioners, and risk/business professionals; also appropriate for graduate level finance, business, or data science students

Creating a Business Case for Quality Improvement Research focuses on issues related to improving the science supporting health care quality and eliminating communication barriers that prevent advances in the field. In 2007, the Institute of Medicine convened a workshop designed to identify the economic and business disciplines that encourage sustained efforts to improve the quality of health care. Workshop presenters and participants included representatives from academia, government and industry. A business case for quality improvement depends heavily on the progress made in the following areas: systems change and leadership, data transparency, funding, enhanced training programs and ongoing dialogue between industry officials, patients and their families. They identified a major barrier to these efforts as the nationwide institutional reluctance to invest in quality improvement and documentation of outcomes, due largely to limited resources and competing priorities as to how these resources are spent in the industry. Too often priorities are placed on creating highly-visible technology-driven programs, with less emphasis in meeting the needs and expectations of the patients. In Creating a Business Case for Quality Improvement Research, a diverse group of stakeholders identifies and assesses these and other challenges to attain a better understanding of how to create a high-value health care system for the general population.

Delve into your data for the key to success Data mining is quickly becoming integral to creating value andbusiness momentum. The ability to detect unseen patterns hidden inthe numbers exhaustively generated by day-to-day operations allowssavvy decision-makers to exploit every tool at their disposal inthe pursuit of better business. By creating models and testingwhether patterns hold up, it is possible to discover newintelligence that could change your business's entire paradigm fora more successful outcome. Data Mining for Dummies shows you why it doesn't take adata scientist to gain this advantage, and empowers averagebusiness people to start shaping a process relevant to theirbusiness's needs. In this book, you'll learn the hows and whys ofmining to the depths of your data, and how to make the case forheavier investment into data mining capabilities. The book explainsthe details of the knowledge discovery process including:

Model creation, validity testing, and interpretation Effective communication of findings Available tools, both paid and open-source Data selection, transformation, and evaluation Data Mining for Dummies takes you step-by-step through areal-world data-mining project using open-source tools that allowyou to get immediate hands-on experience working with large amountsof data. You'll gain the confidence you need to start making datamining practices a routine part of your successful business. Ifyou're serious about doing everything you can to push your companyto the top, Data Mining for Dummies is your ticket toeffective data mining.

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

A recent study of productivity in the workplace revealed that workers spend on average eight percent of their workday doing nothing. This statistic takes on greater significance when we find that health problems impact employee productivity loss by an even greater percentage. In light of this discovery, a group of leading experts from the emerging field of health and productivity research argues that the expansion of health care benefits represents a substantial investment opportunity for employers. Health and Work Productivity presents state-of-the-art health and productivity research that suggests interventions aimed at prevention, early detection, and best-practice treatment of workers along with an informed allocation strategy can produce significant cost-benefits for employers. Contributors cover all the major aspects of this new area of research: approaches to studying the effects of health on productivity, ways for employers to estimate the costs of productivity loss, concrete suggestions for future research developments in the area, and the implications of this research for public policy.

Design: A Business Case challenges you to stimulate innovation in your own organization as an ongoing and integral dialogue between complementary skills–to bridge mind and matter, image and identity. Design thinking is a framework developed to ensure C-suite endorsement of the pursuit of design excellence in all actions undertaken by the organization. Design management is a rigorous and strategically anchored mechanism to capitalize on the investment in design as intellectual capital. And design – as we've always known it – is the skills, methods and creative capabilities needed to embody ideas and direction. Design thinking inspires, design management enables, design embodies. This book aims to build the bridges needed to reconcile the three, and to encourage organizational and professional environments in which their combined forces can thrive and reverberate.

The proven, effective strategy for reinventing your business in the age of ever-present disruption Disruption by digital technologies? That's not a new story. But what is new is the "wise pivot," a replicable strategy for harnessing disruption to survive, grow, and be relevant to the future. It's a strategy for perpetual reinvention across the old, now, and new elements of any business. Rapid recent advances in technology

are forcing leaders in every business to rethink long-held beliefs about how to adapt to emerging technologies and new markets. What has become abundantly clear: in the digital age, conventional wisdom about business transformation no longer works, if it ever did. Based on Accenture's own experience of reinventing itself in the face of disruption, the company's real world client work, and a rigorous two-year study of thousands of businesses across 30 industries, Pivot to the Future reveals methodical and bold moves for finding and releasing new sources of trapped value-unlocked by bridging the gap between what is technologically possible and how technologies are being used. The freed value enables companies to simultaneously reinvent their legacy, and current and new businesses. Pivot to the Future is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth, with the courage to understand that a wise pivot strategy is not a one-time event, but a commitment to a future of perpetual reinvention, where one pivot is followed by the next and the next. An inherent challenge for information professionals involves often difficult-to-quantify contributions of their initiatives to an organizations bottom line and the elusive ROI calculation. This practical guide explains why, when, and how a formal business case can be used as an effective tool for gaining support for information-based projects. Ulla de Stricker discusses the psychology of decision making involving human and financial investments and demonstrates a logically sequenced progression for structuring a business casefrom the identification of the problem, need, or opportunity to proposing viable solutions and ensuring the presentation is delivered with impact. It then provides and comments on three case studies illustrating different approaches to creating successful business case documents. A brief but complete outline of what belongs in a business case and why it belongs. It assumes no prior background in finance or business planning. The focus is on questions like these: How do I prove that one choice is the best business decision? How do I show that all important costs and benefits are included? How do I show that alternative action proposals are compared fairly? How do I establish value for benefits--even non financial benefits? How do I build a business case when I am in a government or non profit organization? How do I minimize risk and show management how to maximize business results? How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case. This book provides a framework for building a business case. You'll learn how to: Clearly define the opportunity you'll want to address in your business case Identify and analyze a range of alternatives Recommend one option and assess its risks Create a high-level implementation plan for your proposed alternative Communicate your case to key stakeholders "Just the understanding and insights you will pick up about how people encounter and cope with combinations of technical, social, political, and economic opportunities and challenges make the book a joy to read and worth much more than the price of it alone." --Barry Boehm, from the Foreword This practical handbook shows you how to build an effective business case when you need to justify--and persuade management to accept--software change or improvement. Based on real-world scenarios, the book covers the most common situations in which business case analyses are required and explains specific techniques that have proved successful in practice. Drawing on years of experience in winning the "battle of the budget," the author shows you how to use commonly accepted engineering economic arguments to make your numbers "sing" to management. The book provides examples of successful business cases; along the way, tables, tools, facts, figures, and metrics guide you through the entire analytic process. Writing in a concise and witty style, the author makes this valuable guidance accessible to every software engineer, manager, and IT professional. Highlights include: How and where business case analyses fit into the software and IT life cycle process Explanations of the most common tools for business case analysis, such as present-value, return-on-investment, break-even, and cost/benefit calculation Tying the business process to the software development life cycle Packaging the

business case for management consumption Frameworks and guidelines for justifying IT productivity, quality, and delivery cycle improvement strategies Case studies for applying appropriate decision situations to software process improvement Strategic guidelines for various business case analyses With this book in hand, you will find the facts, examples, hard data, and case studies needed for preparing your own winning business cases in today's complex software environment.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

Frequently not enough attention is given to producing a comprehensive business case or to producing an economic justification for an information systems investment. In fact many organizations are not clear as to what constitutes a sound business case and how to go about producing one. This Professional level book for the Computer Weekly Professional Series will show how to go about justification for I.T. spend. This book is designed for all those who are involved in the decision to invest in information systems. This book is especially relevant to senior business executives, senior financial managers and IT executives. Business consultants, computer and corporate advisors will also find the ideas and material addressed in this text of particular benefit as will anyone involved in corporate and strategic planning. In addition, senior students such as those working towards their MBAs will find this book of use. A business case is a statement or a series of statements that demonstrate the economic value of a particular intervention, a course of action or a specific investment. A business case is not simply a financial forecast of the hardware and software costs and the expected benefits. A business case for an information systems investment involves a comprehensive understanding of both the likely resources as well as the business drivers which will assist business managers improve their performance and thereby obtain a stream of benefits from the investment. In general there are approximately six steps in producing a business case for an information systems investment. 1. Determine the high-level business outcomes that will be clearly and comprehensively expressed as a set of opportunities the organization can take advantage of, or problems that need to be rectified. 2. Identify the corporate critical success factors that will be supported or enhanced by the operation of the completed information systems project or investment. 3. Create a list of specific and detailed outcomes or benefits, their appropriate metrics, measuring methods and responsibility points that are represented by the stakeholders. 4. Quantify the contribution made by the outcomes, which requires associating numbers or benefit values with outcomes where this is possible. 5. Highlight the risks associated with the project. Fundamental to this new approach to developing a business case for information systems investment is the fact that it incorporates much more than the financial numbers which are typically found in the standard approach to a feasibility study. This approach looks behind the financial numbers to the improvements in business performance which are

facilitated by information systems and which are the real drivers of the benefits. Furthermore, this approach to developing a business case allows the organization to manage the process so that the required results are achieved.

A good business case is so much more than simply the means to justify a decision. A well-written and well-researched business case will secure funding; make sure any project stays on the right side of regulation; mobilize support for the cause; provide the platform for managing the project and the benchmark against which to measure progress. Ian Gambles' Making the Business Case shows you how to make sense of the task at hand, develop a strategy, articulate your options, define the benefits, establish the costs, identify the risks and make a compelling case. Just as with the best business cases, the text is concise, jargon-free and easy to read; illustrated throughout with practical examples drawn from real cases and including reflective exercises at the end of each chapter to help you consolidate what you have learned. At only 198 pages long, this is a jewel of a book; essential reading for the manager tasked with making the business case, the senior manager who needs to understand and test it, and the project manager who is responsible for delivering whatever is agreed on.

The Case Study method of teaching and learning, adopted by business schools and management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book aims to critically examine different approaches to using case studies in group-based, participant-centred learning environments, exploring good practices for case teaching and learning. It provides guidance for case writers on various approaches to structuring case data, presentational formats, and the use of technology in the construction of different types of cases. It also demonstrates the use of the case method as a tool for assessment, supporting students' own development of cases to showcase good practice in organisations. The final section of this book showcases some of the resources available, providing links and reviews of additional material that can support future case teaching and writing practice, including publication. The Case Study Companion is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students wanting to make the most of case studies in their learning and assessments.

Do you know how to write and present an effective business case that can get you the resources you need for a new project? Organizational budgets for new projects are typically very tight. Without a written business case, you have little chance of persuading decision makers within your organization to implement your new project idea over a competing idea.A business case contains information about a proposed project. It outlines the best way to deal with a problem or an opportunity that is facing your company. The business case is the tool that you use to obtain the resources for the project.In this book, you'll learn the information you'll need to successfully present a business case. This book will provide you with step-by-step instructions on researching and presenting the components of your case. You'll also find out how to tailor your case to a specific audience.Do you know what a business case is, and what it can do for you? A business case is a document containing all of the information necessary for an

individual, group, or organization to evaluate a proposed project.A good business case enables you to secure the resources and capital investment you need to implement your project. The most obvious reason for putting together a business case is to persuade your organization to invest in a new project. However, a business case is not just a financial document.While all business cases should include financial justification, this should not be the only purpose of the business-case document. The business case should be where all relevant facts are documented and linked together. Jan is a finance manager for an architectural firm. She's working on an initiative for an improved payroll plan for the company.Her business case describes the shortcomings of the current payroll system, and explains how her solution can increase efficiency and save the organization both time and money.

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities thathelp companies determine their objectives for meeting certainopportunities or addressing challenges and then help them definesolutions to meet those objectives. Those engaged in businessanalysis are charged with identifying the activities that enablethe company to define the business problem or opportunity, definewhat the solutions looks like, and define how it should behave inthe end. As a BA, you lay out the plans for the processahead. Business Analysis For Dummies is the go to reference onhow to make the complex topic of business analysis easy tounderstand. Whether you are new or have experience with businessanalysis, this book gives you the tools, techniques, tips andtricks to set your project's expectations and on the path tosuccess. Offers guidance on how to make an impact in your organizationby performing business analysis Shows you the tools and techniques to be an effective businessanalysis professional Provides a number of examples on how to perform businessanalysis regardless of your role If you're interested in learning about the tools and techniquesused by successful business analysis professionals, BusinessAnalysis For Dummies has you covered.

A guide to getting the crucial business case right?every time Showing professionals how to calculate the value of typical budgeting and funding requests quickly and easily, Making Technology Investments Profitable, Second Edition applies the "Value Realization" process, using proven strategies that maximize the business payoff from IT projects. Filled with case studies, this innovative book enables managers to confidently quantify, in a matter of minutes, the true business value of funding a desired project. New edition explains how to proactively manage the conversion of a business case's value promise to its value realization Includes dozens of new case studies on realizing maximum value from IT enabled investments from various industries and around the world New checklists and tables A dedicated Web site containing additional material, case studies, chat rooms, and blogs on the value-realization process The Second Edition provides senior executives, project managers, and technical staff with new insights on how to get the crucial business case right, while also explaining how to proactively manage the conversion of the business case's value promise into the value reality of a completed project.

Rather than being an ad hoc, limited-life document with scant management oversight, twenty-first century business cases must become management's primary device for identifying, tracking, and realizing IT value. Employing their globally

acclaimed VALUE-on-Demand methodology, Jack Keen and Bonnie Digrius offer proven, easily applied tools for maximizing IT value in Making Technology Investments Profitable: ROI Road Map to Better Business Cases."--BOOK JACKET.

Really new products and services are scarce, yet the need for them is huge. That's why Innovation is an important managerial instrument - but many of us struggle with how to approach it. Gijs van Wulfen's Creating Innovative Products and Services is an essential read for anyone involved in new product or service design, brand development, new business development or organizational development because it 'unfuzzies' the front end of innovation with practical tools, effective checklists and an inspiring innovation route map. Gijs van Wulfen explains how to: ¢ Build a committed ideation team, compile a concrete innovation assignment and identify opportunities; ¢ Explore trends, technology and potential customers, then choose the most positive opportunities and customer insights to transfer to the next step - raise ideas; ¢ Develop twelve new promising innovative product or service concepts; ¢ Check the concepts in qualitative research among potential clients and improve them; ¢ Work the best into a tangible mini business case per product idea, and present them for decision making and adoption in the regular stage gate development process. The effective 5-step FORTH method presented in this book, will jump start your product and service innovations. The success of this practical approach is highlighted in a case study of one of the largest insurance companies in The Netherlands: Univé VGZ IZA Trias and is suitable for both business-to-consumer and business-to-business markets. Creating Innovative Products and Services has been written for directors, managers, advisors and innovation specialists in organisations who are responsible for, or involved in, product innovation. In it you will find practical guidance through every stage.

Love it? Hate it? Or, just don't care? How we feel about something dramatically affects how we interact with it. When we feel, we care. When we care, things happen. Companies that are thriving, not just surviving, are much more than a set of ruthlessly efficient and mechanistic processes – they are a social system operated by people for people. The quality of relationships, both inside and outside the organization is a far more important driver of sustainable success or failure than the quality of its control systems. The head is important, but it is the heart that matters most. If you want your customers to be brand ambassadors and your employees to brag about you to their friends, you need them to not just think you're great – you need them to feel you're great. You need them to love you – and for that, you need them to feel that you love them. For over a decade Marc Cox has been helping companies whose toxic cultures, miserable employees, and angry customers have all but destroyed them to rebuild their company spirit, discover the business case for love and build an organization that is wonderful to work for, brilliant to do business with and has the mindset of creating memorable employee and customer experiences. Underpinned by fresh insights and perspectives, robustly tested and refined by the

real world experience of working with a wide range of companies and over 2,000 senior executives drawn from all parts of the world, and filled with fascinating and illustrative "love stories" the book will help you to make the business case for love. It will help you to find a more rewarding and invigorating way of working – both emotionally and financially. In short, it shows what happens when the love is put back into business.

The best time to stop projects or programs that will not be successful is before they are ever started. Research has shown that the focused use of realistic business case analysis on proposed initiatives could enable your organization to reduce the amount of project waste and churn (rework) by up to 40 percent, potentially avoiding millions of dollars lost on projects, programs, and initiatives that would fail to produce the desired results. This book illustrates how to develop a strong business case which links investments to program results and, ultimately, with the strategic outcomes of the organization. In addition, the book provides a template and example case studies for those seeking to fast-track the development of a business case within their organization.Making the Case for Change: Using Effective Business Cases to Minimize Project and Innovation Failures provides executive teams and change agents with the information required to make better business case decisions. This book can be used throughout the life cycle of the project to assist with gaining a better understanding of the following key knowledge areas for developing a business case: Understanding the present problem/improvement opportunity Documenting how the project, program, or initiative will add value to the organization Validating the data and the assumptions that the projected improvements are based upon Calculating the level of confidence that can be placed upon the conclusions that are reached Assessing the alternative solutions that were considered Weighing the costs vs. the benefits of the proposed initiative Analyzing and mitigating the risks to completing 100 percent of the projects goals Eliciting and prioritizing the requirements of key stakeholders and subject matter experts Identifying the key people that are involved in the proposed project and the skil

Making the Business CaseProposals that Succeed for Projects that WorkRoutledge

This book guides accountants through the processes they need to understand to develop and present a high-risk business proposal with success. This compact guide outlines every issue surrounding a business case, from profit benefits and beyond. Will the proposal change the way the business operates, and how can these changes be predicted? What risks are involved, how can they be understood, and how can they be prevented? Who will manage the investment benefit delivery? How can technology be best used to make the venture work? All are explained succinctly and illustrated with case studies, check lists and templates. * Learn which business proposals make good business sense * Learn how to explain to others which business propositions they should invest in * Learn how to present ideas convincingly to senior management