
COURSE DESCRIPTION

CHV136 – Creating and Presenting Business Cases

Course goal

The course is a practice-oriented training with high impact for project teams and project leaders in order to enhance their competences in setting up and presenting their business cases to decision makers.

The main deliverables of the course are:

Methodology, tools, frameworks and skill sets for the set up and presentation of strategic business cases in the areas of Strategic Business Planning and Strategic Marketing projects (e.g. business innovation projects, go-to-market projects, etc.) on «business unit level».

Delimitations:

This course is mainly aimed for discretionary projects. Definition: Projects where the management has a choice in implementing them are called discretionary projects, projects where no choice exists are called non-discretionary projects.

Main learning objectives

Upon completion of the course, participants will be able to

- use proven and practical methodology to create a business case for implementing a business innovation project for the long-term attainment of business goals (e.g. revenue, return, market share, etc.)
- understand and evaluate important stages in the development of a business case by applying common business concepts, starting with a business idea, founding a business unit, grow and internationalize it
- present and defend their business innovation project as business case (pitching)
- prevent the pitfalls of project presentation
- apply appropriate methods in the different phases and learn about the possibilities and limitations of these methods.

During this course, participants will

- meet key challenges in setting up and elaborating real business cases using the fundamentals of strategic planning and processes
- acquire methodical competencies for setting up an appropriate business case
- acquire skills for presenting and defending (pitching) the business case in front of decision makers
- refer to known frameworks like the “ABB Gate Model” and the “ABB 4Q Methodology”.

Participant profile

The course is designed for managers and employees of business units who are leading a business innovation project or are members of the core team, and who want to bring their business innovation project to the next level.

The course is designed for teams (2 to 3 members per team) as well as individuals. The size of the respective unit is of no importance for participation.

Prerequisites

Participants should be working on a business innovation project or have at least a business idea.

Participants should be willing to actively bring in their project and to further elaborate the project for presenting it to decision makers.

Recommended preliminary course (not mandatory): CHV127 Strategic Business Planning and Implementation Process.

Topics

Day 1

- Introduction and innovation typologies (Integrative innovation / Innovation impact)
- Participant pitching (presentation) (elevator pitch / fundamentals of pitching)
- Dynamics of business innovation (Innovation typologies / 4P of innovation space / Disruptive and open innovation / stage gate process)
- Business modelling (3W lean business modelling / 9 elements of business modelling)

Day 2

- From business model to business plan (5 steps process / 9 elements of business planning)
- Financial planning (Sales and pricing / Production and purchasing / Human resources / Key figures and cash flow planning)
- Implementation and critical success factors (Mobilizing resources / IPR / 4P-Model)
- Presentation skills part I (invention / arrangement / style / memory / delivery)
- Presentation skills part II (visualization / ZEN principles / the art of pitching)

Day 3

- Innovation and corporate entrepreneurship (Corporate entrepreneurship model / Entrepreneurial innovation / Evaluation criteria)
- Risk Management (5 cluster / Systemic risk management)
- Business case pitching part I (live presentations for decision makers)
- Business case pitching part II (live presentations for decision makers)

Course type

This is a face to face class room training with min. 7 and max. 16 participants.

Learning methods and tools

Theoretical foundations will be illustrated with practical examples. Learning transfer is at the heart of the course design, i.e. participants work on their own business innovation projects and the course dates are split into two parts.

Ideally, project teams (2-3 people each) or individual project leaders will be working on their actual projects.

To ensure the development of the projects to business level case, the course highlight will be a live presentation format (pitching) for all project teams and project leaders.

To ensure ABB specific requirements and perspectives, in-house senior consultants will bring in their expertise and reflection during the live pitches.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 + 1 days