

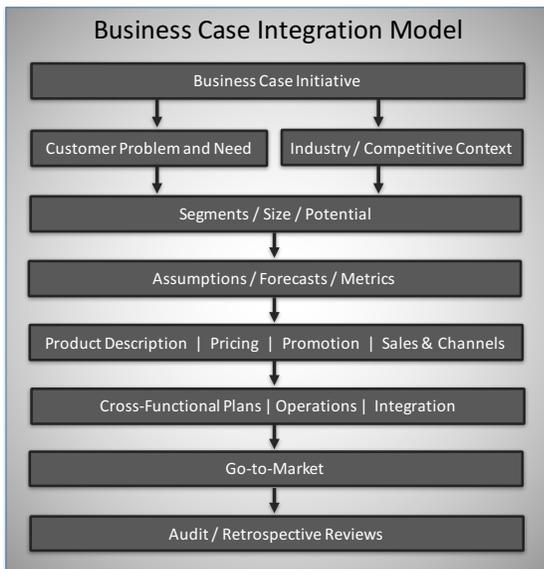
BUSINESS CASE WORKSHOP



OVERVIEW:

This workshop is designed for product managers and cross-functional teams and is used to guide the construction of an actual business case for a product investment. It's a comprehensive program that embeds vital business practices, critical thinking, and the collaboration required to produce a fact-based, data-driven, believable business case.

- This product-team oriented workshop uses a proven best-in-class *business case integration* model that provides a consistent, repeatable platform for product business cases across the firm.
- Participating teams are appointed and come into the workshop prepared with data, observations, and other information, ready to go to work on their business case.



Delivery Options:

1. A 2-day on-site workshop using your company's products to assemble the business case and prepare a business case presentation.
2. Add on our interactive action learning program, where the 2-day workshop is followed by an 8-10 week work project. Teams collaborate on the creation of business case and management-ready presentation. Designated teams are coached during this work project.



The foundation for this workshop is based upon *The Product Manager's Desk Reference, (2e)* by Sequent Learning Network's founder, Steven Haines.

IN THIS WORKSHOP, PARTICIPANTS WILL:

1. Learn and apply the business case development process
2. Collaborate on the justification and recommendation for a product investment
3. Prepare a business case presentation

WORKSHOP OUTLINE:

UNDERSTANDING THE CONTEXT FOR THE BUSINESS CASE

- Issues
- Processes
- Teams

EVALUATING OPPORTUNITIES

- Sources and Strategy
- Quick Pitch

DEVELOPING THE BUSINESS CASE

- Background
- Business Needs
- Market Overview
- Product Description
- Project Proposal
- Assumptions and Forecasts
- Pricing, Promotion and Channel
- Implementations (Cross-Functional)
- Launch
- Risk Assessment
- Recommendation

PRESENTING THE BUSINESS CASE

- Assembling The Story
- Preparing For The Gate

ABOUT US:

Sequent Learning Networks is a product management training and advisory services firm. Our clients operate as mid-to-large complex firms, and participate across a number of verticals. Sequent's curriculum is designed to provide both foundational programs as well as a portfolio of workshops and coaching programs to embed key practices in the firm. Overall, we want to help our clients build a model for sustainable growth, with product management at the core.

Our Corporate Curriculum

Product Management Essentials Workshop

Managing Product Management Workshop

Product Strategy & Roadmapping Workshop

Business Case Workshop

Launch Pad Workshop

Product Life Cycle Optimization Workshop