

FinListics Business Case Acumen Webinar Series

Objective: *Develop a World-Class Business Case*

The FinListics Business Case Acumen Webinar Series helps you enhance your skills in speaking the universal executive language of finance, aids in better developing a link between your solutions and

your clients' challenges, strategies, and goals, and it also shows you how to motivate the need for change.

The CHALLENGE

Now more than ever, client executives are closely scrutinizing all investments for business benefits and value creation. This requires that sellers work with the client to develop world-class business cases to help secure executive support and funding.

The SOLUTION

**Webinar Series & Workshops:
BUSINESS CASE ACUMEN**

Key Features of BUSINESS CASE ACUMEN

- Learn the key elements of both a quantitative and qualitative business assessment
- Discover the critical success factors required for an investment to deliver promised business & financial benefits
- Understand how clients make funding decisions
- Relate a business case to a client's goals and key financial metrics
- Analyze a case study throughout the course using the FinListics Business Case Builder tool in order to apply what you have learned
- Articulate and show the value of your solutions

[\(Click here for detailed overview\)](#)

Delivery of BUSINESS CASE ACUMEN

Blended delivery:

- Three-part webinar series led by a FinListics facilitator, 90 minutes each session
- Self-paced FinListics Business Case Acumen eLearning Courseware

Overview: Business Case Acumen Webinar Topics

Webinar	1	2	3
Topic	Business Case Overview	Fundamentals of Decision Making & Key Financial Criteria	Tying It All Together
Key Objectives	<ul style="list-style-type: none"> Learn what questions must be answered by a world-class business case Discover what the key elements of qualitative and quantitative assessments should be Learn how to correctly use incremental cash flows in an effective business case 	<ul style="list-style-type: none"> Learn basic guidelines in the financial decision-making process Explore in depth the three criteria of decision making: valuation, return, and payback Gain deeper understanding of these criteria and concepts through detailed examples 	<ul style="list-style-type: none"> Develop skills in building business cases to secure funding for an actual or potential client
Business Case Acumen eLearning Courseware Component	<p>Module 1: Business Case Overview</p> <p>Module 2: Cash Flow</p>	<p>Module 3: Fundamentals of Decision Making</p> <p>Module 4: Key Financial Criteria</p>	<p><i>See page 3 for details of eLearning courseware components</i></p>
Pre—Webinar Activity	<p>Participants review a case study and complete assigned parts of the FinListics Business Case Builder</p>	<p>Participants continue to use case studies to conduct additional analyses using the FinListics Business Case Builder, which is submitted to the FinListics Team Room prior to the webinar</p>	<p>Participants apply what they have learned to one of their clients and build a business case using the FinListics Business Case Builder which is submitted to the FinListics Team Room prior to the webinar</p>

Overview: Business Case Acumen eLearning Courseware

Module 1 Business Case Overview	Module 2 Cash Flow
<p>Learn why client executives build a business case and what they require in a world-class business case. Also discover the key components – qualitative and quantitative assessments – and how to use these to beat external and internal competitors.</p> <p><i>Approximate running time: xx minutes</i></p>	<p>Learn why incremental cash flow is one of the most important parts of a business case. It is typically the most challenging to estimate but receives the most attention in the decision to fund a project. We'll discover what it is, how to estimate it, and review examples in revenue, cost reduction, cost avoidance, & working capital.</p> <p><i>Approximate running time: xx minutes</i></p>
Module 3 Fundamentals of Financial Decision Making	Module 4 Key Financial Criteria
<p>Explore the quantitative framework clients use to assess a project's quantitative benefits. Learn how financial decisions are made using valuation & return perspectives, along with how the cost of capital and hurdle rate are used in assessing a project's quantitative benefit.</p> <p><i>Approximate running time: xx minutes</i></p>	<p>You'll learn the financial criteria most commonly used to assess a project's financial benefits. They are explored from both a quantitative and a practical business perspective. These criteria are Net Present Value (NPV), Total Cost of Ownership (TCO), Return on Investment (ROI), Internal Rate of Return (IRR), and Payback.</p> <p><i>Approximate running time: xx minutes</i></p>