



**PRINCE2 Themes:  
The Business Case**

---

Presented by

**R y a n H o l z h a u s e n**



# Introduction

- An idea is considered to have the potential value for the organisation and thus **a project starts**
- Idea is then **developed into a viable investment proposition** for the company how PM maintains the focus on objectives during the project

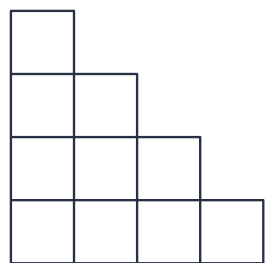
# Purpose of the Business Case Theme

- Business Case theme establishes mechanisms to identify whether the project stays desirable, viable, and achievable
- This supports decision making during investment
- Projects aim to bring **measurable improvements (benefits)**
- PRINCE2 project delivers outputs (**products**)
- The use of products results in **changes to the business (outcomes)**
- Outcomes allow **benefits realisation** stipulated in business justification
- Business Case Theme implements the **Continued Business Justification Principle**



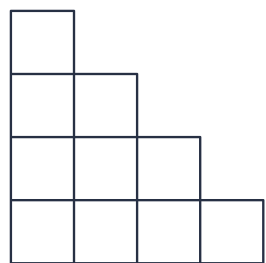


# Outputs, Outcomes, and Benefits



# It's important to note...

- Keywords to remember are:
  - Desirable** (balance of costs, benefits, and risks)
  - Viable** (able to deliver products)
  - Achievable** (whether use of products is likely to result in envisaged outcomes and resulting benefits)
- Business justification is usually documented in **Business Case Document**



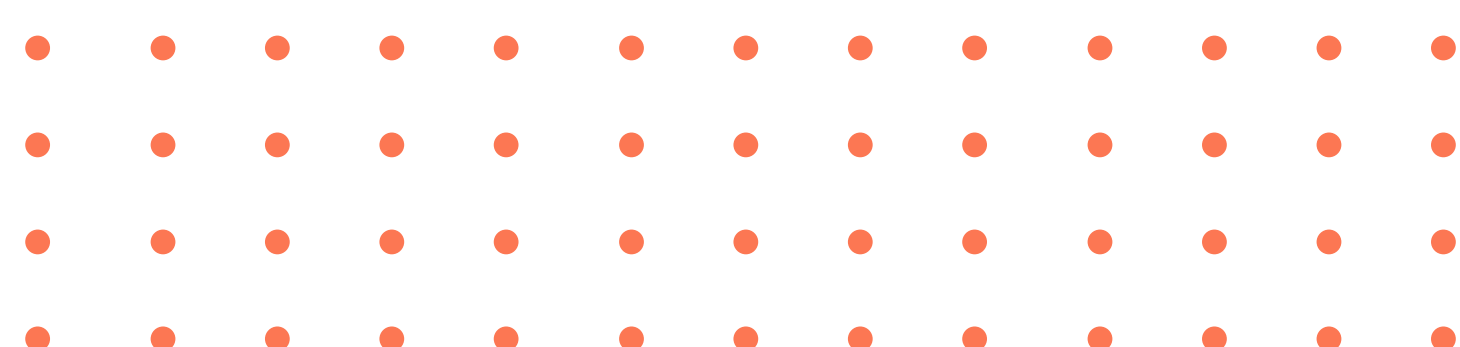
# Minimum Requirements for Applying This Theme



- A project must, as a minimum –
  - **create & maintain a business justification** for the project; usually a business case
  - **review & update the business justification** in response to decisions and events that might impact desirability, viability, or achievability of the project
  - **define the management actions** that will be put in place to ensure that the project's outcomes are achieved and confirm that the project's benefits are realised
  - **define & document the roles and responsibilities** for the business case and benefits management

Continued Business Justification Principle

Defined Roles & Responsibilities Principle





# Products for this theme

## Business Case

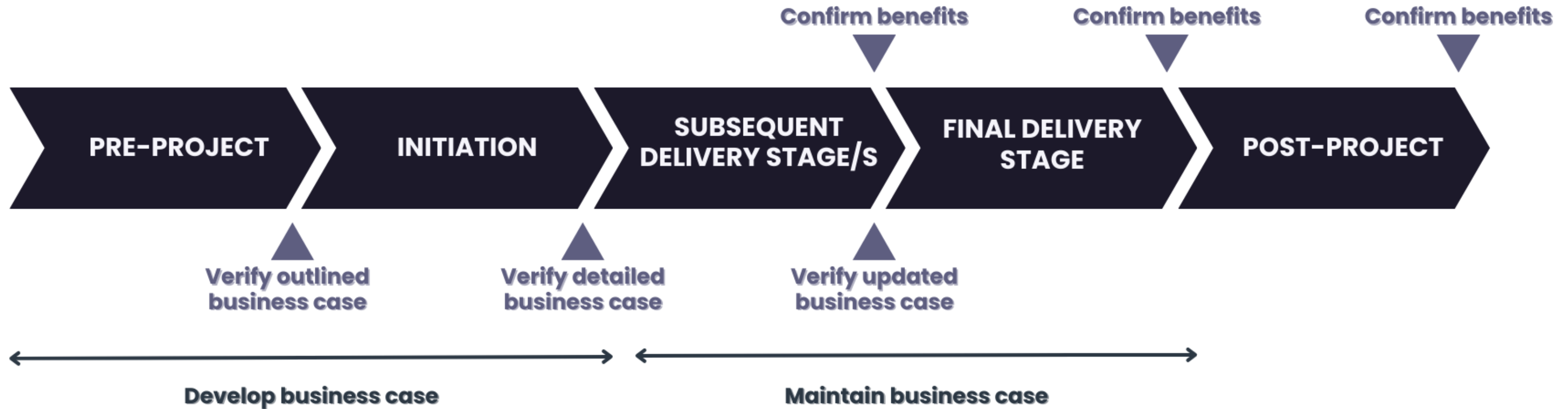
- Provides **the costs, benefits, expected dis-benefits, risks, and timescales** against which viability is justified and continuing viability is tested
- You may use an alternative document to replace the business case for part of the project lifecycle

## Benefits Management

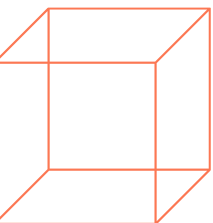
- Defines **management actions that will be put into place** to ensure project outcomes are achieved and confirm the project's benefits are realised



# Development Path for Business Case



- **Develop:** obtaining the right information upon which decisions can be made
- **Verify:** assess whether the project is (still) worthwhile
- **Maintain:** keep the business justification updated with costs, benefits, and current forecasts
- **Confirm:** assess whether intended benefits have or will be realised





Executive Summary

Reasons

Business Options

Expected Benefits

Expected Dis-benefits

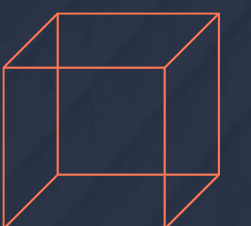
Timescale

Cost

Investment Appraisal

Major Risks

# Areas of composition within a Business Case Document (BCD)



# Business Cases derive from...

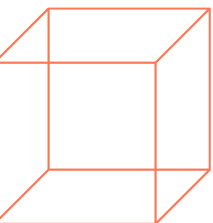
- Project mandate and brief
- Project plan
- Senior user/s
- Executive
- Risk Register
- Issue Register



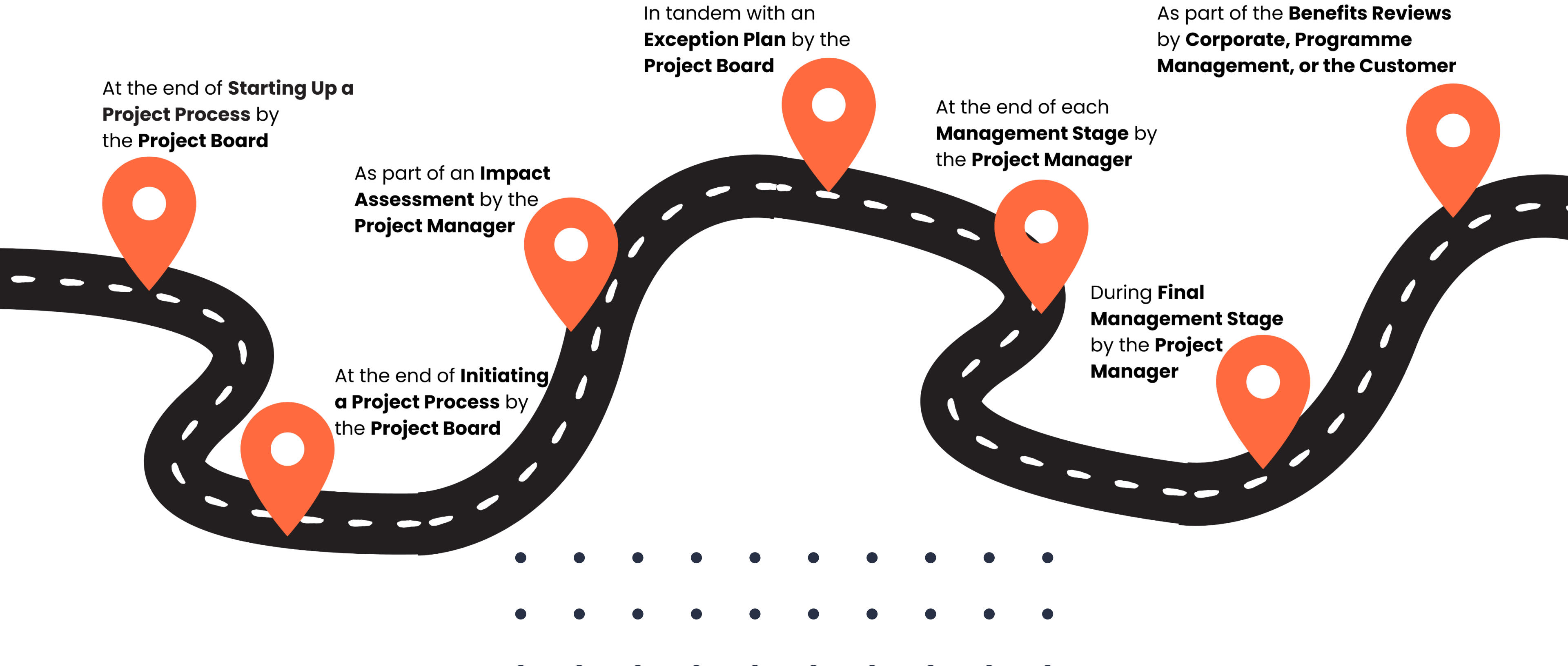
# Presentation and Format



- Document
- Spreadsheet
- Presentation
- Project Management tool entry



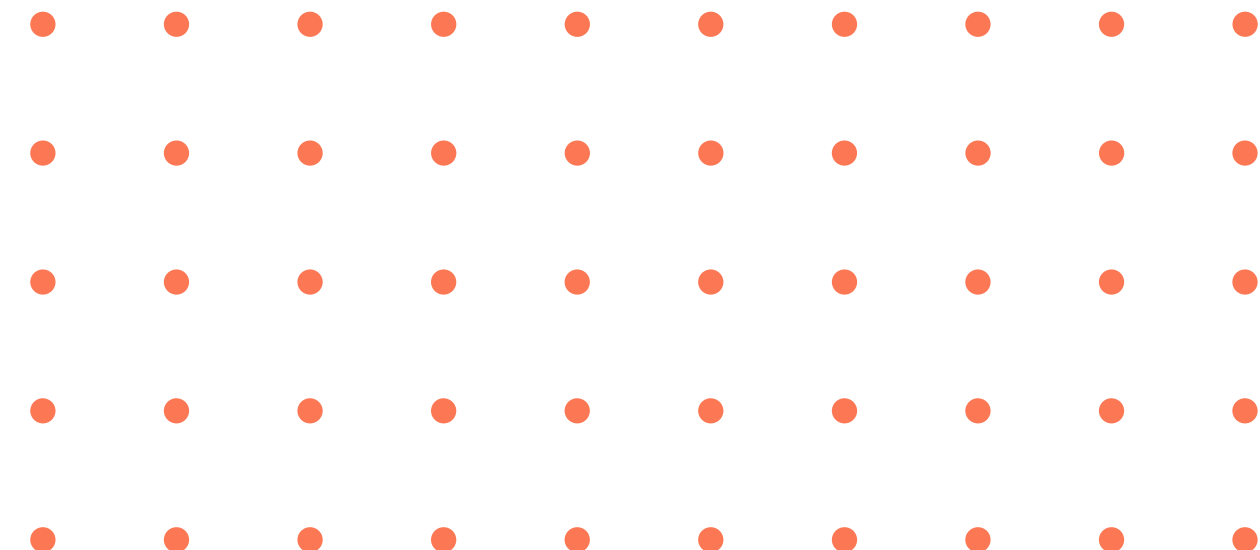
# Verification and maintenance





# Reasons for unutilised products

- Project scope **excludes benefits realisation**
- **Failure to fully understand objectives** leading to product utilisation
- Commitment to changes introduced by the project is **overtaken or fades**
- Parts of the organisation were **never fully committed** to changes



# THANK YOU

✓ Accredited courses

✓ Flexible Finance Options

✓ Full Career Support

✓ Job Guarantee

📍 10 Conqueror Court,  
Vellum Drive, Sittingbourne,  
Kent, ME10 5BB

🖱️ [www.itonlinelearning.com](http://www.itonlinelearning.com)

✉️ [enquiries@itonlinelearning.com](mailto:enquiries@itonlinelearning.com)

🇿🇦 039 940 7802

🇮🇪 021 235 7770

🇬🇧 0800 160 1124

