

Marion Thomas and Sarah Walton Creating the right business case

How can a business case help the decision-making throughout your project? The importance of building a robust business case at the project initiation phase is understanding that Projects don't GO wrong – they START wrong.

Marion Thomas and **Sarah Walton** will use their extensive project management experience to guide you through an exploration of how to build a business case that is more than just a financial P&L for your project - one that lives and breathes for the duration of your project. One that also includes the 'Big WHY' to help you and your team become and remain super clear of what really matters throughout the project lifecycle. A business case that helps you navigate a gated process to get your sponsors and stakeholders on board and to ensure that you don't start until you have the necessary components in place.

Marion and **Sarah** are both 'hands on' project/programme managers who also run transformational training for project people who want to enhance their leadership and people skills. Since the early 90's both Marion and Sarah have been working as freelance contractors across a huge variety of industry sectors and projects ranging from business re-engineering to system implementation, regulatory change, new product development, cost management/reduction and business efficiency.

This variety gave them the perfect opportunity to observe what makes a project really successful and the impact good leadership and people skills has in engaging teams to 'get things done.' They both invested in their own personal development in these areas and brought those skills into their delivery work. One senior sponsor noted that they 'seem to get 20% more from their teams,' and so they realised that their approach to project leadership was certainly working. As they continued to encounter failing projects and programmes and overly stretched project teams they decided they could really help their fellow project people through sharing what they had learnt during their careers. And so 'Extraordinary Project Management' was born and Sarah and Marion now balance project delivery with running training programmes to help good project people to stretch into becoming great or 'Extraordinary' project managers.

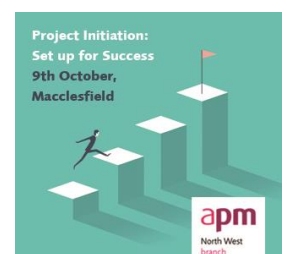
Empowering yourself first and then your colleagues and sponsors is at the heart of our programme – it's like being on a plane: put your own oxygen mask on first then you can empower others and can also be empowered.



APM Project Initiation: Set up for Success

Building high performing teams

Scope definition and requirements capture



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