

A highly structured, hands-on, practical, one-day course on creating an NHS business case with the maximum chance of gaining acceptance. It is aimed directly at NHS departmental, divisional, service and directorate managers and clinicians who would like to extend their understanding of this complex area.

The course is designed to be highly participative, combining presentation and group discussion with individual and group exercises.

Get the skills... to make a successful business case... to benefit your organisation, directorate, department or service.

## Programme

The workshop will cover:

- Planning - in theory and reality
- Analytical techniques
- Presenting a business case
- Options appraisal
- Non-financial benefit criteria

The course is lively and informal with plenty of time for questions. Practical examples of direct relevance to service managers are used throughout. A comprehensive set of handouts and exercises are provided together with a full background-reading list.

## Objectives

By the end of the course, participants will be able to:

- Use effective analytical techniques to present the need for change
- List the main sections of any business case
- List key business planning models and their applications
- Understand business planning concepts and how they apply to the NHS
- Provide all the information necessary to create a successful business case

## Comments from recent participants

"This was a difficult subject presented in an entertaining and informative way."

**Ward Manager**

"Very good. Normally think I could have done better - but no chance in this case. An enjoyable and productive day. Thank you."

**Finance Manager**

"An excellent day with a dry subject put across well."

**Business Manager**

"Many thanks. I feel much more able to go and write a business case now. It has been time well spent."

"Feel confident to put forward a business case."

**Community Psychiatric Nurse Team Leader**

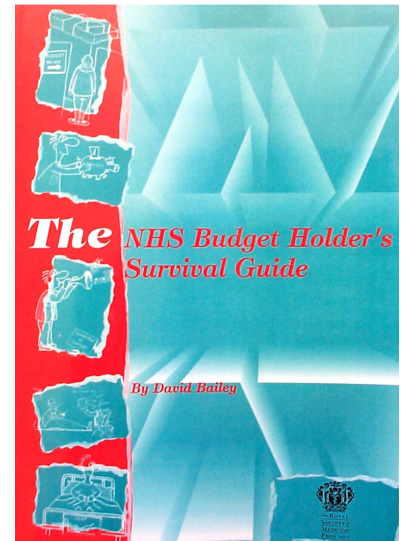
**Service Lead**

# Making the Business Case



## About the workshop leader

David Bailey is a qualified Chartered Certified accountant with over twenty years experience in the NHS in acute, primary care and mental health settings. His specialist area is explaining complex financial concepts in ways that everyone can understand. He is author of the best-selling book *The NHS Budget Holder's Survival Guide*, published by the Royal Society of Medicine Press. His clients have included the Royal College of Nursing and the NHS General Management Training Scheme. He has successfully trained thousands of NHS staff and is well known as a provocative, lively and entertaining speaker.



## Timetable

9:00	Coffee
9:30	Start (Welcome, domestics and Introductions)
9:45	Planning in theory and practice
11:15	Break
11:30	Analytical planning techniques
1:00	Lunch
1:45	Financial and economic analysis
3:15	Break
3:30	Options appraisal
4:30	End