

## Date and Venue Information

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

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

The workshop includes access to comprehensive links and resources including Microsoft Word templates of key business planning tools.

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

## 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
- Explain the difference between finance and economics and its importance to business cases
- List key business planning models and their applications.

## Workshop Programme

The workshop will cover:

- Planning - in theory and reality
- Analytical techniques
- Financial and Economic Analysis
- Presenting a business case
- Options appraisal

## Timetable

9:00	<i>Refreshments and Registration</i>
9:30	<b>Start - Welcome, domestics and Introductions</b>
9:45	Planning in theory and practice
11:15	<i>Break</i>
11:30	Analytical planning techniques
1:00	<i>Lunch</i>
1:45	Financial and economic analysis
3:15	<i>Break</i>
3:30	Options appraisal
4:30	<b>End</b>

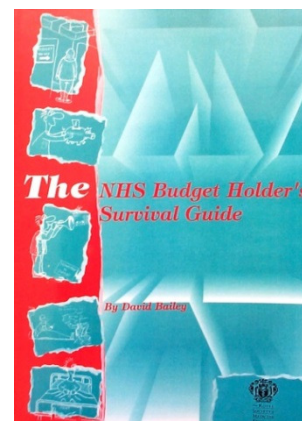
# Making the Business Case



## About the Workshop Leader

David Bailey is a qualified Chartered Certified accountant with over twenty five 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.

David is author of the best-selling book *The NHS Budget Holder's Survival Guide*. He has successfully trained thousands of NHS staff and is well known as a provocative, lively and entertaining speaker.



As well as running development events David works as a consultant on business cases and tenders within the NHS. He has recently successfully completed the Country's first Outcomes Based Commissioning process in Oxfordshire for Mental Health Services.

## Comments from Recent Participants

*"Brilliant. Really enjoyed the day. Felt I have learnt loads in an easy to understand way."*

**Vikkiann Theakston, Locality Professional Lead**

*"The course was extremely well and interestingly presented. The content was very good."*

**Marc Sutton, Pharmacy QA Manager**

*"I liked the combination of individual and group work. Very interactive presentation."*

**Rosemary Cunningham, Speech and Language Therapy Team Leader**

*"Thoroughly enjoyed - you have made something that was a bit of a chore/scary prospect interesting and above all easy to understand."*

**Sally Spencer, Senior Sister**

*"Found the course to be really useful. Challenges you to think differently."*

**Nicky Ody, Principal Technician**

*"The presenter was impressive. He displayed a high level of knowledge, he was a skilled presenter and he managed the material with intellect and wit."*

**Alan Blair, Clinical Director - Head of Psychology Service**

*"Excellent delivery. Holding our attention. Making it interesting and relevant to us."*

**Amanda Brikmanis, Patient Experience Manager**

*"It was brilliant David! Thank you for making me laugh about an essentially dry topic."*

**Sam Heywood, CYP IAPT Clinical Lead / Team Leader**