



SEMINAR REGISTRATION FORM

Send/Fax to:

✉ 20/F, Central Tower, 28 Queens Road Central, Hong Kong

☎ +852 8199 0805 📠 +852 3007 5668

✉ SkillBuilding@SynergySynQ.com 🌐 www.SynergySynQ.com

Understanding

By registering I understand that my registration includes two days of training for the “Building the business case” and one day of training for the “Business Case Master Class”, training materials, the PDF *Business Case Guide*, Financial Metrics Pro, Business Case Templates package, and for Business Case Master Class also Financial Modelling Pro, lunch and refreshments during the training.

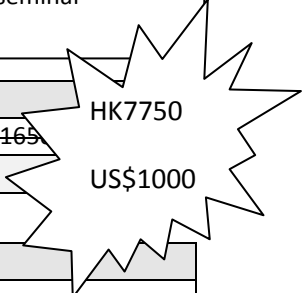
Download details for the *Guide*, Metrics, Templates and Model will be sent to me when the registration is received. I have read, understand and accept the cancellation and substitution policy.

Cancellation and substitution policy

Reservations may be cancelled up to 15 days before the seminar, subject to a US\$150 cancellation fee. Substitutions maybe made any time up to the start of the seminar. In the unlikely event that the seminar needs to be cancelled, the full fee will be refunded.

Building the Business Case			Regular Fee
Hong Kong	11, 12 December		HKD 12,800 / US\$165
Dubai	15,16 December		US\$1850

Business Case Master Class			Regular Fee
Dubai	17 December		US\$925



Registration Details	
Name	
Company	
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Send Invoice to	
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Payment Information	
<input type="checkbox"/>	Cheque, Crossed check made payable to SynergySynQ Limited Cheque nr:
<input type="checkbox"/>	Bank Transfer SynergySynQ Limited HSBC Hong Kong, 004-808-048649-838 1 Queens Road Central, Hong Kong HSBCHKHKKH
Note: fax remittance note over with registration	

(registration is complete upon reception of payment)
 I have read, understood and agree with the understanding and the cancellation and substitution policy:

Date:

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Seminar Agenda - Day 1

Day 1 Morning (09:00 – 12:00)

Introductions and Overview

- Introductions, participants and instructors
- Business case overview (the view from 39,000 feet)
- 5 keys to a successful case (overview from 2,000 feet)
- Review essential financial concepts Part I
 - Measuring business performance
 - Income statement (Statement of operations)
 - Balance sheet (Statement of financial position)
 - Planning and budgeting concepts
 - The time value of money

Designing the Case

- The business case introduction
- The subject statement:
 - What is the case is about?
 - Which business objectives does the subject addressed?
 - Which business problems does the subject solve?
- The purpose statement:
 - Why the case is being built?
 - Who will use it? For what purpose? When?
 - What information do they need?
- Case scope and boundaries:
 - Whose costs and whose benefits will be included?
 - What time period will the analysis cover?
- Case studies (Other case studies added at participant request)
 - Justifying a major software system (ERP system)
 - Estimating marketing program ROI
 - Deciding whether or not to launch an e-business venture

Workshop Practical Exercise 1: Subject, Purpose, and Scope

- Writing the business case subject statement
- Determining the case purpose
- Setting the case scope and boundaries

Lunch (12:00 – 13:00)

Day 1 Afternoon (13:00 – 17:00)

- Essential financial concepts Part II
 - Financial decision criteria
 - Financial metrics in the business case
 - Net present value (NPV) and discounted cash flow (DCF)
 - Return on Investment (ROI)
 - Payback period
 - Internal rate of return (IRR)
 - Other financial metrics to meet the case purpose

Designing the Case (Continued)

- Methods and assumptions
- Scenario design
- Data sources
- Precisely what do 'cost' and 'benefit' mean?
- The cost model Introduction
 - Rules for deciding which cost items belong in the case
 - Ensuring that different scenarios are compared fairly
 - A tool for cost analysis
 - Showing that all relevant costs are included
- An activity-based cost model
- A resource-based cost model
- Identifying assumptions / Making assumptions

Workshop Practical Exercise 2: The Cost Model

- Choosing the approach: Activity-based or resource-based model?
- Designing the cost model structure
- Identifying cost impacts
- Turning cost impacts into projected cash flow

Building the Case

- Analysing costs and benefits
- Cost models for the case studies
- The road ahead: Benefits rationale and cash flow projections

Day I Summary and Wrap Up



Seminar Agenda - Day 2

Day 2 Morning (09:00 – 12:00)

- Review of Day 1, overview of Day 2

Building the Business Case (Continued)

- Analysing costs and benefits (continued)
- The full range of business benefits
- Building the benefits rationale:
 - Benefits begin with business objectives
 - Common conceptions about hard and soft benefits
 - Problems with so-called intangible benefits
 - Legitimising benefits for the business case
 - Measuring value in financial terms
- The benefits rationale for case studies

Workshop practical exercise 3: Benefits

- Identifying business objectives for action
- Determining benefits (contributions to objectives)
- Making objectives and benefits tangible
- The value of reaching objectives
- Assigning value to benefits

Lunch (12:00 – 13:00)

Day 2 Afternoon (13:00 – 17:00)

Building the Case (Continued)

- The Financial model
- Cash flow statements
 - Full-value cash flow statement for each scenario
 - The incremental cash flow statement
 - The baseline for measuring savings, increases, and improvements
- Building the financial model
 - Static vs. dynamic models
 - Assumptions and the dynamic model
 - 'Costing' and 'valuing' from the assumptions
- Analysing results

Workshop Practical Exercise 4: The Financial Model

- Designing the financial model
- Spreadsheet implementation
- Testing the model

Packaging and Presenting the Case

- Asking 'What if?' questions · Sensitivity, risks, and contingencies
 - Sensitivity analysis: Which assumptions are most important?
 - Simple sensitivity analysis
 - Sensitivity analysis: rigorous
 - Risk analysis: How likely are projected results? Other results?
- Risk and sensitivity analysis with Monte Carlo simulation
 - Reducing uncertainty in projected results
 - Measuring and reporting uncertainty
 - Confidence intervals for projected results
 - Implementing your own Monte Carlo simulation
- Non financial results in the business case
 - The difference between 'intangible' and 'non financial' results
 - Linking non financial results to business objectives
 - Comparing financial and non financial results

Workshop Practical Exercise 5: Non Financial Results

- Non financial contributions to business objectives
- Comparing financial and non-financial results on the same basis

Recommendations and conclusions

- Meeting business objectives: What it's all about
- Contingencies: What must we manage, to bring in the predicted results?
- Risks: Which risk factors must we watch?
- Practical guidance for management

Your next steps

Course summary and wrap up



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The Business Case is no Longer Optional

It's no secret that the current business climate is rapidly losing its tolerance for management errors while the need for rock-solid accountability is increasing. Most important business decisions today require a business case. Everyone talks about the "business case," but surprisingly few know what this means or what makes the difference between a strong case and a weak case.

Join more than 9,500 other professionals who have taken the same training at Boeing, Cisco, Ericsson, McDonald's, Microsoft, IBM, Peoplesoft, the US Department of Defense, and dozens of other organizations. Learn and practice the proven approach presented in the whitepaper Business Case Essentials and the best selling Business Case Guide. (See seminar [agenda](#)).

Who Should Attend

Since 1994, Solution Matrix Ltd. has helped thousands of business people and others to understand the essentials and deliver business case results that score high in credibility, accuracy, and practical value. Building the Business Case and the Master Class are designed for those responsible for project, program, or product proposals.

- Managers with a need to bring consistency, discipline, and accountability to decision making and planning in their organizations
- Consultants who advise clients in decision making and planning
- Those who propose or plan major IT acquisitions or changes
- Business people responsible for capital spending decisions
- Sales people and sales managers who need to show customers that a decision to buy is a good business decision
- Business school faculty who focus on business planning, finance, decision-support, and business strategy

What You Will Learn

The Business Case Seminars feature "hands on" workshops with real business case examples. Most participants have little or no prior experience in finance or business planning. During the course they build the benefits rationale, cost model, and financial analysis - the heart of a professional quality business case. At Building the Business Case you will learn:

- The essential building blocks that every business case must have
- What to look for in case reports that makes the difference between a strong case and a weak case
- The difference between the case for decision support and the case for business planning
- How to build credibility as you build your case
- How to legitimise and measure the full range of business benefits—even the so-called "intangibles"
- How to build a financial modelling system for asking "what if" questions, finding which assumptions that drive results, and measuring risk and uncertainty in your projections
- How to package and present business case results for maximum impact

The Business Case Master Class provides additional in- depth practical guidance and hands-on experience in:

- The financial model that "makes the case" for proposed projects, programs, products, or capital acquisitions
- Estimating costs and benefits realistically and credibly
- Implementing financial metrics in your financial results (including NPV, IRR, Payback, and IRR).
- Shortcuts and risks in spreadsheet modelling
- Monte Carlo simulation, to ask "What If?" questions, measure risk, and reduce uncertainty in projected business results
- Quantitative methods for bringing non-financial benefits and costs into the case
- Taking the "Soft" out of "Soft Benefits"



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Included

Register now (click here) for the 2-day “Building the Business Case” and immediately download your copy of the Business Case Guide, Business Case Templates and Financial Metrics Pro. Also, for those who register to continue on with the 1-day “Business Case Master Class” the Financial Modelling Pro is available for immediate downloading.

Business Case Guide

The Guide has been recognized as the standard source for those who build the business case, since 1999, when the first edition appeared. The latest edition of the Business Case Guide is written with depth and detail that finance and planning professionals require, and is also rich in practical help and examples for those with little or no background in those areas.

Business Case Templates

Everyone who builds a serious financial case soon learns that setting-up the report and the financial model can be tedious, time consuming tasks. That work can be shortened from days or weeks to a few hours, however, with good template examples. The MS Word documents and Excel spreadsheets in the Business Case Templates package can be modified to fit your own case content easily and quickly, to produce professional quality report documents and analysis systems.

Financial Metrics Pro

A clear, easy to follow introduction to cash flow metrics and financial statement ratios: What they mean and how to build them into your own spreadsheets. Ready-to-copy templates for more than 100 important financial metrics are provided.

Financial Modelling Pro

The Financial Modelling Pro is designed to serve as a practical guide to model building, textbook and tutorial. It comes, however, in a live spreadsheet rather than the printed page so that text and working examples can appear together. Users can “try out” principles and methods described in the text without leaving the page. Many of the working examples, moreover, can be used as templates, for copying and pasting into your own models.

No Hassle Money-Back Guarantee

If you are not completely satisfied with Building the Business Case or Business Case Master Class, please let us know in writing within 15 days after seminar completion, and we will refund 100% of your seminar fee.

Seminar Leader

Building the Business Case and Business Case Master Class are led by Dr. Marty J. Schmidt, President and Founder of Solution Matrix Ltd.

Dr Schmidt has twenty years business experience, managing software development, international marketing and sales support, and, (since 1987) management consulting on business issues. He is a recognized authority on the application of cost/benefit analysis and business case development.

Dr. Schmidt also taught graduate and undergraduate statistics at the University of New Hampshire, is the author of a college textbook on statistics, and publishes often on professional management and business issues (e.g., The Business Case Guide, 2nd ed.). He holds the Ph.D. degree from Purdue University and the M.B.A. from Babson College. Click for more information on Solution Matrix Ltd. and our clients.

Co-Facilitator

Seminar co-facilitator is Anuar Mohd Ariff, Managing Director of Solution Matrix Asia Sdn. Bhd. Achieving sales targets has been the focus of Anuar’s working life for the past twenty-five years. During his time in the field, he has sold a wide range of products, solutions and services in the insurance, banking and telecommunications industries. In 1994, Anuar was part of a local bank’s team that built the business case and subsequently launched the first European-style bank assurance in Asia. A holder of the Master of Business Administration from the University of Wales, a Fellow of the US Life Management Institute and an Associate of the UK-based Chartered Insurance Institute, Anuar brings Solution Matrix’s training and consulting services to Asia.

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Supporting Organization SynergySynQ Ltd.

SynergySynQ Ltd, a Hong Kong based project management services company with an aim to SynQronize business performance in line with expectations by applying project management practices. SynergySynQ does that via:

- **SKILLBUILDING:** Organizing training and workshops to increase competency of organizations, teams and individuals.
- **CONSULTANCY:** We provide trained and skilled professionals for coaching or consultancy work on projects and organizations.
- **FACILITATION:** The use of a skilled facilitator for meetings and workshops often leads to better results. External facilitators bring in skills and fresh ideas leading to better outcomes. Workshops can cover teambuilding, idea generation, problem solving, project start-ups and project closures.

Credits

PMP's: We can offer 16 or 24 PDU's under Category 4, for which we will issue a signed certificate.