



Turn Great Ideas Into Reality: Develop and Present a Winning Business Case

By Daniel C. Yeomans

Dog Ear Publishing, LLC. Paperback. Condition: New. 252 pages. Dimensions: 10.9in. x 8.2in. x 0.7in. The ability to successfully develop and present a winning Business Case is a difference maker. Business Cases present opportunities and turn them into reality. Successful Business Cases also ensure ideas that shouldn't be pursued do not gain approval, and negatively impact an organization. Simply stated, a solid Business Case allows organizations to make the right decisions at the right time to pursue the right projects. The purpose of Turn Great Ideas into Realty: Develop and Present a Winning Business Case is two-fold. Objective one is to provide a comprehensive, understandable, and exportable method to build a powerful Business Case. We walk you through each step! Objective two is to provide proven methods to present a Business Case to all levels of management. We share proven formats, best practices, and prepare you to win the day. We are confident this book will satisfy both your Business Case preparation and presentation needs. Daniel C. Yeomans brings more than thirty-five years of consulting and leadership experience to his client work. He is a highly proficient and acknowledged expert as a senior project manager, process manager, and business analyst and...



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