



Business Cases for Risk Management: How to write a killer business case that gets your risk treatments funded!

Mr Julian Talbot

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This book is designed with one purpose in mind: to find the money you need - every time. I've used the techniques outlined in this book to regularly and repeatedly raise multi-million dollar business cases that get funded.

The material in this book is based on my experience and is designed to help you develop business cases that stand out and argue an unassailable case. Although it's designed primarily for risk managers, the business case fundamentals outlined in the book will work for any business case in any industry and for any purpose. The book walks you through the process of identifying information that you will need, working out what is missing (and how to find it) then exactly how to pull everything together into a single document. It includes templates, examples, flowcharts and simple practical tips for both beginners and experts alike.

Even if you've never prepared a business case and wouldn't know an NPV from a DCF, this book will help you understand and apply the basics of financial business case development. That alone however, would not be sufficient. So often, it's the intangibles that really make the difference. If like, many others, you think that such things as morale, individual performance or weather can't be measured, this book will show you the principles and concepts that will help you measure virtually ANYTHING and quantify it in a business case. If you're like most of us, you know what needs to be done but funding is often one of our biggest challenges. Many books will help you identify risks and risk treatments. This book was designed with one purpose in mind - to help you get the resources you need to support the right risk treatments once you've worked out what they are. It was born when a friend of mine asked me one day, "how can I demonstrate the business case for my risk treatments?" That simple question proved much more difficult to answer than I would have thought. It did however, prompt me to change one of my master's electives to conduct a research project into the business case for investments in risk management. That in turn, led me to create a training course the topic, and before long, the workbook from that course became this book.

The book draws on research from a range of disciplines and using generous color graphics, is designed to take you through the full process of initiating, researching, developing, analysing, writing and finally presenting a business case. Although the focus is on business cases for risk treatments, you don't need to be a risk expert and the same concepts are applicable to any business case. It's been designed with simple tips to get you started including: - The 4C's of defining a problem? - The 4A's of defining a recommended solution - ESIEAP (The Hierarchy of Controls) to determine which type of risk treatment is better? - The 8 simple steps that you can do on a single sheet of paper to determine whether your proposed business case has merit. - How to use the 4A's, 4C's and ESIEAP to spot a poor business case in under 5 minutes (including self-assessing your business case before the boss does). If you've been struggling to get your IT project, portfolio planning, safety, security or finance business cases funded, then this is the book for you. In just a few short hours you can know all you need to know to develop a great business case.

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Lawrence Fox:

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