



# Building a business case

09.30 – 16.30 Hours

Tuesday, 30<sup>th</sup> June 2020

**Venue:**

Education and Clinical Skills Centre, 3RD Floor  
Strayside, Harrogate District Hospital, Lancaster Park  
Road, Harrogate, HG2 7SX

**Educational objectives:**

- Understand the importance of business cases in professional life
- Understand key elements and skills for business case development
- Be able to build a business case in a real world situation

**CPD approval:** This programme is subject to 6 CPD points

**About the trainer: Mr Graham Knight – Senior Res Associate:** Business consultant, marketer and trainer with more than 15 years' industry experience in healthcare, media and FMCG. Graham has a track-record for delivering successful outcomes and positive change. In the past he has worked with NHS commissioning and provider organisations, local authorities, GP and dental practices, networks, universities, GP Federations, multinational retail and business to business organisations, independent healthcare providers and media production houses. He has a special interest in health and social care recently leading new service development projects that focus on delivering quality and productivity through integration and new models of care. He is also a skilled trainer, having worked with universities and NHS postgraduate education centres to design and deliver MBA-level courses on medical management topics, including: ethics, project management, leadership, negotiation, reflective practice and avoidable adverse outcomes. His training programmes are designed to deliver real-life outcomes and change in the working styles of the profession.

**To Book a place:**

Please email: [hdf.t.sasadmin@nhs.net](mailto:hdf.t.sasadmin@nhs.net)

Tel: 01423 555478

## Agenda

### Registration from 09.00

09.30 Setting module objectives & defining scenario

09.50 ABC of business case development

10.20 Skills 1: Building a vision

### 11.00 Break

11.15 Skills 2: Getting the most out of supportive data

12.20 Skills 3: The business case process

### 13.00 Lunch

13.30 Case study: A local special interest clinic

14.10 Skills 4: Assembling your own business case – Supervised sessions  
*Please bring your own local ideas*

### 15.00 Break

15.15 Skills 5: Putting together the proposal

15.50 Skills 6: Getting approval for your business case

16.10 Business development plan

16.30 Summary & close