

Unleash  
*your* potential

# Building and Selling a Winning Business Case – Online

Tools to move ideas forward



McGill

Executive  
Institute

[executive.mcgill.ca](http://executive.mcgill.ca)

# Program Overview

When we communicate our recommendations, we often tell the story of how we arrived at the solution instead of why the solution and why it should be adopted, forgetting that our reasoning is not obvious to our audience.

Through this program, participants will learn the language, tools, and techniques used to develop, critically assess, and present a compelling business case from a strategic point of view. First, participants will gain the skills and knowledge to analyze and facilitate business improvement and development investments. Next, participants will learn how to use the pyramid principle to develop a persuasive pitch and convince stakeholders to invest in their solutions.

## Key Benefits

- Properly evaluate business decisions
- Analyze key financial information
- Interpret ROI calculations
- Use the pyramid principle
- Structure clear and persuasive arguments
- Prepare and present business cases
- Understand your audience and cater to their needs

## Who should attend?

This program is designed for managers, executives, engineers, and entrepreneurs who need a toolkit for business growth. Participants will learn how to provide more impactful solutions and successfully pitch them to ensure buy-in.

## What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.



# Key Themes

## Understanding Key Financial Decision-Making Tools

- Time value of money
- Opportunity cost

## Evaluating Investment Decisions

- NPV
- Discounted cash flow
- Internal rate of return
- Payback period
- Profitability index

## Structuring Your Pitch

- Pyramid principle
- Opportunity statements

## Knowing Your Audience

- Build trust
- Comfort zones

## Successfully Pitching Your Business Case

- Increase awareness
- Verbal, para-verbal, and non-verbal communications
- Deliver your message
- Manage time

## Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team comprises McGill University professors and lecturers as well as highly rated academic and business experts from around the world.

Please visit our website for a full list of the faculty team assigned to this program.