

BUILDING THE BUSINESS CASE FOR ENERGY PROJETS

AGENDA

- > The Decision-making Process for Project Approval/Selection
- > Speaking the Language of Decision Makers
 - Showing the Value
- > Designing the Business Case
- > Pitching the Case

LEARNING OBJECTIVES

- 1 To evaluate your organization's project selection decision making process

- 2 To describe an approach to creating a business case

- 3 To identify the key elements of an effective pitch of an energy project to a financial decision maker
