

# Information sheet: THE BUSINESS CASE APPROACH PRINCIPLES AND BEHAVIOURS



This information sheet is supplementary to the online modules, *BCA essentials* and *The BCA principles in action*. Make sure you have completed these modules and have a basic understanding of the BCA.

The Business Case Approach (BCA) is a robust, principles-based approach for developing business cases for investment through the National Land Transport Programme (NLTP).

It encourages collaboration between stakeholders to develop clear, concise and evidence-based investment proposals.

## Principles and behaviours

The BCA is a principles-based approach, rather than one based on rules. This means, because every business case is different, the BCA can be flexible and adapt to the scale and complexity of your proposed investment, while still having a consistent approach.

Supporting the principles are some behaviours that ensure the principles are applied correctly.

..... Principles ..... Behaviours .....



Investing for benefits



Clarity of intent



Fit-for-purpose effort



Gathering information through informed discussions with the appropriate stakeholders



Building the case for investment progressively



### Investing for benefits

Investments are made to obtain organisational benefits. An investment should:

- contribute to the organisation's strategic outcomes
- represent value for money
- deliver benefits for customers.



### Clarity of intent

The intention driving an investment must be clear. Simple concepts and plain language will provide a clear understanding of the problems and benefits.



### Fit-for-purpose effort

The level of effort required to develop a BC must be proportionate to the complexity and risk of the problem and the proposed investment.

These behaviours support the principles:



### Gathering information through informed discussions with the appropriate stakeholders

Successful investment management relies on gathering knowledge through informed discussion between the people who have the most knowledge of a subject.



### Building the case for investment progressively

The BCA relies on a structured, sequential approach to decision-making, checking each phase as you go. All investments must follow the same line of enquiry.



What is the problem and are the consequences significant?



What benefits need to be delivered?



What is the preferred strategic response?



What is the preferred solution?