

Book your  
place at  
[matcpd.com](https://matcpd.com)

# Introduction to Building Strong Business Cases

**Category: Leadership &  
Strategic Planning**

**Audience: School  
Business Managers,  
School Leadership,  
Trust Leadership**

**Scheduled date:**  
3 October 2025,  
9 AM - 10 AM

**Delivered by:**   
Gareth Preen

**Enrol Now →**

[matcpd.com](https://matcpd.com) 

[hello@matcpd.com](mailto:hello@matcpd.com) 

0208 0442296 

   **Bluesky**



## Introduction

In an increasingly resource-conscious educational environment, the ability to craft compelling business cases is essential. This introductory session empowers school and MAT business leaders with the skills to design persuasive, evidence-based proposals that align with strategic goals and stakeholder priorities. Learn how to avoid common pitfalls and drive successful decision-making through robust business case development.

## Learning Objectives

- Identify and apply the key components of an effective business case
- Align business cases with wider strategic aims and stakeholder interests
- Utilise practical methods to build evidence-based, persuasive proposals
- Recognise common errors in business case development and strategies to avoid them

## Course Outline

- Introduction to business cases and their importance in the education sector
- Key components of a strong business case
- Strategic alignment and linking proposals with school/MAT objectives
- Building a persuasive business case
- Common pitfalls and how to avoid them
- Interactive workshop - drafting your own business case

## Course Programme

- 9:00 - 9:05 AM: Welcome & objectives
- 9:05 - 9:15 AM: What makes a strong business case?
- 9:15 - 9:25 AM: Strategic alignment & stakeholder focus
- 9:25 - 9:35 AM: Building persuasive, evidence-based proposals
- 9:35 - 9:45 AM: Common pitfalls & how to avoid them
- 9:45 - 10:00 AM - Mini workshop & Q+A

## Meet Your Trainer!

An experienced public sector and education leader, Gareth has over 20 years' senior leadership experience as CEO, COO, and CFO across UK and international settings. A qualified accountant and NPQEL graduate, specialising in finance, operations, risk, and strategic planning. With extensive knowledge across all education phases—including early years, primary, secondary, post-16, and SEN—Gareth has led large-scale transformation and governance projects. Passionate about empowering school business leaders to grow their knowledge, confidence, and impact.