

Advanced Business Analysis Strategies

Duration: 5 Days

Language: en

Course Code: MG2-150

Objective

Upon completion of this course, participants will be able to:

- Identify emerging business trends and align them with strategic objectives.
- Conduct comprehensive business needs analysis using strategic thinking and innovative techniques.
- Coordinate strategic and operational projects effectively, managing stakeholder expectations throughout.
- Elicit, analyse, and prioritise business requirements using various tools and techniques.

- Document and communicate concise and effective project requirements to drive successful outcomes.

Audience

This course is suitable for a wide range of professionals, including:

- Experienced business analysts and strategic planners.
- Financial management specialists.
- Human resource development managers.
- Operational management specialists.
- Systems analysts and business process designers.
- Marketing and commercial staff.
- Organisational development staff.
- Individuals transitioning into roles related to business analysis and strategic planning.

Training Methodology

This course employs an interactive and practical approach to learning, combining theoretical instruction with hands-on exercises and real-world case studies. Participants will engage in dynamic activities such as group discussions, role-playing, and scenario-based tasks to apply advanced business analysis techniques. The use of self-assessment tools and reflective practices will help attendees evaluate their progress and identify areas for improvement. This multifaceted methodology ensures participants can effectively translate strategic business needs into actionable plans, driving innovation and sustainable growth in their organisations.

Summary

Effective Business Analysis is essential for navigating complexities and driving organisational success in today's dynamic business landscape. This course delves into the core principles of Business Analysis, emphasising its critical role in understanding business needs and translating them into actionable strategies. Participants will explore advanced techniques in strategic thinking, stakeholder management, and requirements analysis to drive innovation and sustainable growth.

Course Content & Outline

Section 1: Strategic Business Analysis Fundamentals

- Understanding the strategic importance of Business Analysis in modern organisations.
- Strategic thinking techniques and their application in business needs analysis.
- Project initiation essentials and the project lifecycle.
- Stakeholder identification, management, and engagement strategies.
- Techniques for retrieving, organising, and eliciting project requirements.
- Types of business information and advanced elicitation techniques.

Section 2: Requirements Management and Prioritisation

- Prioritisation techniques for project requirements based on strategic objectives.
- Criteria for evaluating project options and establishing project scope.
- Documentation, verification, and validation of project requirements.
- Stakeholder alignment and change management strategies.
- Managing project risks and identifying innovative business opportunities.

Section 3: Project Planning and Implementation

- Developing actionable and practical project requirements.
- Implementation planning, resource allocation, and deadline management.
- Critical Path Method for effective project scheduling and monitoring.
- Addressing project creeps and delays through effective decision-making.
- Continuous improvement practices and innovative project management techniques.

Section 4: Benefits Realisation and Project Evaluation

- Evaluating project benefits and assessing benefit realisation.
- Change management strategies for successful project completion.
- Lessons learned from project completion and best practices in project evaluation.
- Advanced topics in business analysis and application of analysis tools.

Section 5: Case Studies and Practical Application

- Application of theoretical concepts through real-world case studies.
- Group discussions and exercises to reinforce learning.
- Practical application of business analysis techniques in various scenarios.
- Review and analysis of case studies to extract key insights and lessons learned.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Sales & Marketing

Tags

Business, strategy, Analysis

Related Articles



Empathy VS. Authoritarianism: Striking A Balance In Effective Leadership

Explore the world of leadership dynamics with a focus on empathy and authority. Discover the advantages and challenges of each style and learn how to find the right balance for effective leadership.

YouTube Video

https://www.youtube.com/embed/VelMXlAfwVY?si=6rwfl3qh3nU7pZhV