



Internationally Certified Training Programs

# **IIBA Endorsed Certificate in Analytical Thinking and Evidence Based Decision Making**

## Course Introduction

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This comprehensive training program immerses participants in the realm of analytical thinking and evidence-based decision-making, offering a deep dive into fundamental concepts and practical applications. Participants begin by exploring cognitive processes, confirmation bias, and the interplay between analytical and intuitive thinking. Subsequent sessions focus on refining critical thinking skills, assessing evidence validity, and synthesizing diverse information sources. The program culminates with strategies for effectively communicating evidence-based findings, including stakeholder engagement, data visualization, and storytelling techniques. Through a blend of theoretical insights and hands-on exercises, participants gain the tools and confidence to navigate analytical challenges and make informed decisions in professional settings.

## Target Audience

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This training program is tailored for professionals across industries seeking to enhance their analytical thinking skills and adopt evidence-based approaches to decision-making endorsed by the International Institute of Business Analysis (IIBA).

## Learning Objectives

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- Explain the fundamentals of analytical thinking and evidence-driven decision-making.
- Utilize logical reasoning and critical thinking techniques to address business challenges.
- Assess the relevance and reliability of diverse data and evidence.
- Combine insights from multiple sources to form a thorough grasp of complex issues.
- Construct coherent and well-organized presentations grounded in analytical evidence.

# Course Outline

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- **01 Day One**

## **Introduction to Analytical Thinking**

- Understanding how we think and reason
- Confirmation bias
- Analytical versus intuitive thinking
- The role of creativity in analytical thinking
- Enhancing the analytical thinking process

- **02 Day Two**

## **Critical Thinking and Problem-Solving**

- Introduction to critical thinking
- Dividing issues into manageable sections
- The use of logic trees in problem-solving
- Logical fallacies
- Critical thinking in a professional context

- **03 Day Three**

## **Understanding and Evaluating Evidence**

- Types of evidence
- Evaluating evidence
- Validity, reliability, and bias
- The role of statistical literacy
- Tools for evidence gathering

- **04 Day Four**

## **Synthesizing Information and Evidence**

- Techniques for synthesizing information

- Comparative analysis
- Thematic analysis
- Making sense of contradictory evidence
- The role of perspective in synthesizing information

## • 05 Day Five

### Communicating Evidence-Based Findings

- Understanding stakeholders
- Data visualization
- Building effective arguments
- Communicating findings by telling a story
- Storytelling elements

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 24, 2025	5 days	4250.00 \$	KSA - Al Khobar
July 28, 2025	Aug. 1, 2025	5 days	5950.00 \$	switzerland - Geneva
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Abu Dhabi