BOOST
THE LEADING TRAINING PROVIDER

Digital Transformation and Innovation

Analytical Thinking: Thinking Create Value

Course Introduction

To remain competitive in the industry, business companies and organizations currently look after individuals with analytical skills – those who have the ability to investigate a problem and find the ideal solution in a timely, efficient manner. These skills are relatively important in detecting patterns, brainstorming, observing, interpreting data, integrating new information, theorizing, and making decisions based on the multiple factors and options available.

Analytical thinking

This training program is designed to help participants understand the importance of analytical thinking and develop their analytical skills in order to contribute in their respective organizations through the use of various techniques in gathering, researching, evaluating and presenting data and information.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

- Customer Service Officers

Learning Objectives

- Gain a comprehensive understanding of how people think and reason.
- Identify the core analytical thinking skills and the steps in the analytical process.
- Apply the tools and techniques of the PHASE Model.
- Utilize techniques in collecting, evaluating, and presenting data or information.
- Create presentation frameworks that use information derived from your analysis
- Analyze problems and find factual data to support decisions.

Course Outline

- **Day 01**

  Analytical Thinking

  - Understanding how we think and reason
  - Adding value to your organization
  - Balancing multiple conditions impacting a business situation
  - Moving from pieces to the big picture
  - Generating creative solutions
  - Effective problem solving
  - Brainstorming for analytical thinking
  - Ladder of Inference
- **Day 02**

  Analytical Skills and Data Analysis

  - Identifying core analytical skills
  - Exploring the challenges of collecting, evaluating, and presenting information
  - Describing the steps in the analytical process: plan, analyze, conclude
  - Tools & Techniques for data collection and analysis

PHASE Model of Analytical thinking

- ◦ A structured process of analytical thinking
- ◦ How analytical thinking works.
- ◦ Tools and techniques

• **Day 03**

The Planning Phase

- ◦ Identify the Purpose of the Analysis
- ◦ Use a Tool for Clarifying Questions
- ◦ Decide on an Approach for an Analysis
- ◦ Discuss the Importance of Considering the Needs of Your Requester and Audience When Developing the Plan
- ◦ Create a Data Collection Plan

• **Day 04**

The Analyse Phase

- ◦ Use an Outline to Organize Data for Analysis
- ◦ Aggregate Unstructured Data into Segments
- ◦ Organize Data via Graphics Tools
- ◦ Assess the Potential Risk Associated with an Analysis
- ◦ Explain the Significance of a Cost-Benefit Analysis
- ◦ Develop a Decision Matrix
- ◦ Use an Outline to Evaluate Data and Deal with Information Gaps

• **Day 05**

The Conclude Phase

- ◦ Describe How to Develop Valid Conclusions
- ◦ Explain How to Get from Conclusions to Recommendations
- ◦ Develop Recommendations That Can Be Used in a Presentation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4950.00 $	Malaysia - kuala lumpur
July 7, 2025	July 11, 2025	5 days	4250.00 $	UAE - Dubai
Oct. 5, 2025	Oct. 9, 2025	5 days	4250.00 $	KSA - Al Khobar
May 4, 2025	May 8, 2025	5 days	4250.00 $	oman - salalah