



Management And Leadership

Business Analysis, Decision Making and Developing a Strategy

Course Introduction

Today's business world believes that successful business analysis helps to expect, understand and identify the needs necessary for its growth, and contributes to enhancing the effective strategic decision-making process, which turns into an integrated plan that enables organizations to achieve the desired progress goals.

This training program is designed to enable participants to understand effective strategic analysis process Tips and Tricks and lead them to develop an integrated decision-making process, besides helping them to create the strategy that leads their organizations toward achieving sustainable success.

Target Audience

This course is designed for all professionals who are involved in business analysis, decision making and strategy planning process.

Learning Objectives

By the end of this training course, participants will be able to:

- Identify the Role of the successful Business Analyst.
- Master Applying Strategic Analysis Tools and Techniques.
- Identify and understand the industry's trends and key success factors.
- Master applying Competitors' analysis Tips and tricks,
- Master analyzing resources and competencies of Businesses.
- Interpret and apply the Resource auditing process.
- Use Mapping to strengthen organizational resources and competencies.
- Understand how to Get to the right analysis data.
- Master Develop and measure the strategic options.

- Identify the key success factor for the strategic decision maker.
- Interpret the Factors which influence our natural decision-making.
- Merge strategic analysis and decision-making together in an extraordinary strategy.

Course Outline

• 01 Day One

Introduction to Business Analysis: The Role of the Business Analyst

- The business analyst's scope of work
- Business analysts as internal consultants
- Active data gathering
- An overview of strategic thinking
- The three big strategic questions

Strategic analysis Tools and Techniques:

- The 5 Cs of strategic analysis
- Porter's 5 forces impact Potential Industry Earnings (PIE)
- Creating and capturing value
- Conducting SWOT analysis
- PEDESTL framework
- Practical Application.

• 02 Day Two

Perfecting Strategic analysis Tools and Techniques:

- Industry life cycle analysis.
- Strategic group analysis
- How to Identify and understand your industry's trends?
- Competitors analysis Tips and tricks,
- How to Identify key success factors in your industry?
- Case Studies (For all Analysis Strategies).

How to analyze resources and competences of your Business?

- What is Resource auditing process? And how to apply it?
- Identifying your business Core competences.
- Value chain analysis.
- Use Mapping to strengthen your organizational resources and competences.
- How to apply all these concepts in your organization? “Practical Application”.

• 03 Day Three

Getting into Business: Conducting Analyses

- Getting the right data
- Types of research
- Primary research development
- Secondary research development
- Using pivot tables for analysis
- Introduction to pivoting tables
- Creating pivot tables
- Customizing pivot tables
- Performing calculations within pivot tables
- Creating calculated fields
- Creating calculated items
- Using cell references and name ranges
- Managing pivot table calculations

• 04 Day Four

Your Guide to Develop strategic options:

- The importance of developing strategic options “with case studies”.
- Develop strategic options using:
- Portfolio analysis.
- Product/Market analysis.
- Develop strategic options to Protect your current advantage.
- How to insure that your strategic options fit your market needs and organization’s Goals? (With Case studies)
- Measure the effectiveness of your options.

The Psychology of Strategic Decision Making:

- How to be a strategic decision maker?
- Analytical Decision-Making Techniques

- What are the barriers of strategic Decision making?
- Improving strategic decision making Techniques:
 - Brainstorming.
 - Mind Mapping
 - Dialectic inquiry.
 - Devil's advocacy.
 - Scenario building.

• 05 Day Five

Perfecting Strategic Decision making:

- Factors which influence our natural decision-making
- Quality problems with intuitive decision-making processes
- Assess the efficiency of decisions.
- Case Studies and practical application

Merging strategic analysis and decision-making together in an extraordinary strategy:

- Understand the key success factors of the perfect strategy.
- Use strategic analysis to identify your core business proposition.
- Develop the suitable Vision and Mission.
- Identify your organization's key strategic priorities.
- Design strategic objectives.
- Mapping your strategic decisions to achieve business objectives "Practical Application"

Confirmed Sessions

FROM	TO	DURATION	FEEES	LOCATION
May 19, 2025	May 23, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Abu Dhabi