

# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
TRAINING INSTITUTE IN THE GULF

# IIBA Endorsed Certified Business Analyst

## Why Attend

- In today's competitive environment, professional analysts who possess critical analytical thinking skills are a major asset for any organization. These skills involve deductive reasoning, drawing conclusions from given facts, and applying judgments to reach conclusions from a combination of evidence and assumptions. Participants in this course will learn fundamental thinking processes that can be used to analyze and solve a wide variety of business problems giving them a powerful career advantage. Participants who fully attend this course and successfully pass a test on the last day of training will receive Professional Certificate (MPC).

## Course Methodology

- This course relies on the use of an interactive case study, developed specifically for this course, to demonstrate the different components of effective problem solving and successful analytical thinking. In addition to the customized case, this course utilizes individual debriefs, group discussions, role playing, and presentations.

## Course Objectives

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

- Defend the value of research and analytics in a business environment
- Apply strategic thinking to analyze their current business environment
- Structure a problem and break it down into smaller independent issues
- Create a work plan that prioritizes resources and focuses team efforts
- Identify the right sources for data through research and expert interviews
- Analyze and interpret complex data
- Create and customize pivot tables to analyze data efficiently
- Build structured arguments to communicate findings
- Develop a structured story to present to leadership
- Present findings to team members and senior leadership

## Target Audience

- New and advanced analysts and project managers who are involved in researching, analyzing and investigating business problems and issues related to their organization.

## Target Competencies

- Problem management
- Problem solving ability
- Analytical thinking
- Conceptual thinking
- Analysis of data
- Using Pivot tables
- Balanced decision making
- Results orientation

### Overview of the role of the business analyst

- The business analyst's scope of work
- Business analysts as internal consultants
- Active data gathering
- Overview of problem solving approaches
- Generating creative solutions
- Intelligence versus creativity
- Effective decision making
- Choosing between alternatives

### Thinking strategically

- An overview of strategic thinking
- The three big strategic questions
- Key elements of a successful strategy
- Strategy and the quest for competitive advantage
- The importance of strategy
- The 5 Cs of strategic analysis
- Porter's 5 forces impact Potential Industry Earnings (PIE)
- Creating and capturing value
- Conducting SWOT analysis
- Fundamentals of PEDESTL framework

## Structuring problems

- The importance of structuring problems
- Defining the right issue
- Using the issue statement
- Dividing issues into manageable parts
- The use of logic trees in problem solving
- Prioritizing and planning
- The importance of prioritizing work
- Eliminating non-essential issues
- Using the 80:20 rule
- Prioritization methodologies
- Using the prioritization matrix
- Developing practical project plans
- Building an effective work plan

## Conducting analyses

- Getting the right data
- Types of research
- Primary research development
- Secondary research development
- Using pivot tables for analysis
- Introduction to pivot 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

## Communicating and presenting

- Turning data into findings
- Building effective arguments
- Communicating findings by telling a 'story'
- Story telling elements
- Designing powerful presentations
- Presenting to senior management

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