MERCURY

Basics Planning & Business Analyst Course

23 – 27 August 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15286_1081269 **Date:** 23 – 27 August 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

This comprehensive strategy and business analysis training seminar will provide participants with the skills necessary to effectively engage with stakeholders and discern the business requirements of paramount strategic importance.

Participants in this strategic business planning and analyst training course will learn to establish and align the strategy for the desired change, ensuring consistency with higher-level and subsidiary strategies.

Strategic Planning Business:

Strategic Planning refers to the systematic process of defining a business's direction and making decisions on allocating its resources to pursue this direction. This course will explore the critical aspects of Strategic Planning Business, aiming to equip Business Analysts with the tools needed to contribute effectively to their organization's strategic objectives.

Targeted Groups:

- Business Architects.
- Business Systems Analysts.
- Enterprise Analysts.
- Management Consultants.
- Process Analysts.
- Product Managers.
- Product Owners.

Course Objectives:

Upon the end of this strategic business planning and analyst course, participants will:

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- Understand the relationship between business analysis and strategic planning business.
- Learn how business analysis facilitates the implementation of planning business strategies.
- Align potential business solutions with planning business strategies and objectives.
- Explore connections with other business perspectives, including Agile and BPM.
- Determine the organization's current state and forecast its future position.
- Utilize strategic thinking tools and techniques tailored for planning business development.
- Identify strategic risks within the planning business framework.
- Evaluate performance metrics in business planning.
- Develop solution design options that support strategic business development goals.
- Gain insight on analyzing value in the context of strategic planning business.

Targeted Competencies:

By the end of this strategic business planning and analyst training, participants will:

- Strategic Thinking.
- Financial Analysis.
- Risk Management.
- Business Modeling.
- Market Research.
- Data Interpretation.
- Decision-making.
- Problem-Solving.
- Communication Skills.
- Leadership Skills.

Course Content:

Unit 1: Introduction to Strategy and Business Analysis:

- Explore the link between Strategy and Business Analysis.
- Definitions, Concepts, and Key Terms relevant to strategic planning business.
- Characteristics of a successful strategy in the context of planning business.
- Investigate Performance Measures and Strategic Alignment.
- Examine Governance and Information Management within strategic planning businesses.

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Unit 2: How is Business Strategy Formulated?

- Vision and Values, Mission and Goals, in the framework of strategic planning business.
- Analysis of the External Environment to inform strategic business planning.
- Business Capability Analysis for Effective Planning Business Management.
- Assess Strategic Fit and Formulating Strategy Options within the planning business sector.
- Strategy Maps and The Balanced Scorecard Methodologies.
- Apply The Business Model Canvas in strategic planning for businesses.

Unit 3: Strategy Analysis:

- An Introduction to Strategy Analysis in A Business Analysis Context.
- Analysis of Current State - understanding what is planning business in practice.
- Define the Future State for Strategic Planning Business Development.
- Risk Assessment techniques in the domain of planning business.
- Definition of Change Strategy aligned with strategic business analyst skills.
- Strategy Analysis Case Study to consolidate learning.

Unit 4: Solutions and Perspectives:

- Techniques for Analyzing, Valuing, and Recommending Solutions in Planning Business.
- Analyze Performance Measures within planning businesses.
- Agile Perspective - its significance in strategic planning and business analysis.
- Business Intelligence Perspective and its application in strategic business planning.
- Know the Business Architecture as it pertains to a strategic planning business.
- Business Process Management and its relevance to planning business management.

Unit 5: Putting Analysis, Requirements, and Design into Action:

- Develop Strategic Thinking Capability pertinent to business analyst roles in strategic businesses.
- Practice Interaction Skills crucial for strategic business analysts.
- Exploring Additional Tools and Techniques essential for a planning business analyst.
- Case Study on applying business analysis in a real-world strategic business environment.
- Identify Business Analysis Performance Improvements.
- Commitment to Action for continuous growth in the strategic business analyst field.