



## Basics Planning & Business Analysis

04 - 08 Nov 2024  
Casablanca (Morocco)



# Basics Planning & Business Analysis

**Ref.:** 15286\_272565 **Date:** 04 - 08 Nov 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction:

This highly Strategy & Business Analysis training seminar will help you to understand the business analysis work that is needed to collaborate with stakeholders in order to identify and address a requirement of strategic importance the business need, then align the resulting strategy for the change with higher and lower-level strategies.

## Targeted Groups:

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

## Course Objectives:

- Understand the link between business analysis and strategy
- Understand how business analysis can help to implement business strategy
- Align potential solutions with strategic goals
- Examine the links with other perspectives including Agile and BPM
- Identify and define the organization's current and future states
- Apply relevant strategic thinking tools and techniques
- Identify strategic risks
- Analyse performance measures
- Define solution design options
- Understand how to analyse value

## Course Content:

### Unit 1: Introduction to Strategy and Business Analysis

- What is the link between Strategy and Business Analysis?
- Definitions, Concepts and Key Terms
- What makes a strategy successful?
- Performance Measures and Strategic Alignment
- Governance and Information Management

### Unit 2: How is Business Strategy Formulated?

- Vision and Values, Mission and Goals
- Analyse External Environment



- Business Capability Analysis
- Assess Strategic Fit and Formulate Strategy Options
- Strategy Maps and The Balanced Scorecard
- Using The Business Model Canvas

## **Unit 3: Strategy Analysis**

- Introduction to Strategy Analysis in A Business Analysis Context
- Analyse Current State
- Define Future State
- Assess Risks
- Define Change Strategy
- Strategy Analysis Case Study

## **Unit 4: Solutions and Perspectives**

- How to Analyse, Value and Recommend Solutions
- Analysing Performance Measures
- Agile Perspective
- Business Intelligence Perspective
- Business Architecture
- Business Process Management

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

- Developing Strategic Thinking Capability
- Practising Interaction Skills
- Additional Tools and Techniques
- Case Study: Putting Business Analysis into Practice
- Identifying Business Analysis Performance Improvements
- Commitment to Action



**Registration form on the :  
Basics Planning & Business Analyst**

**code:** 15286 **From:** 04 - 08 Nov 2024 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

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