



Business Analysis, Decision Making & Developing a Strategy

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Introduction

Today organisations recognise the need to continually breed innovation and problem solving. The simple truth is that organisations must innovate in the current recessionary climate in order to defend their competitive position as well as to seek competitive advantage. An organisation may take a proactive approach and undertake continuous business analysis in order to determine development strategies that will protect and consolidate the business plan. Such a proactive approach will gain a strategic market position relative to your competitors.

New technologies compete with established ones, and in many cases replace them. These processes of technological diffusion are often lengthy, and usually involve incremental improvement both to new and established technologies. In the resulting turbulence, new firms replace incumbents who are less capable of adjusting. Technical change generates a reallocation of resources, including labor, between sectors and between firms. ... technical change can mean creative destruction ..."

Learning Methods

All or a combination of the enabling tools and techniques below will be used to aid learning and skill build:

- Presentation delivery is based on "real life" organizational issues, combined with the practical application of research
- Group work / Action Learning Sets
- Individual work
- Applicable and practical case study analysis
- Self-assessment diagnostic questionnaires
- Pre and post knowledge assessment
- DVD input

Who Should Attend

This programme is designed for professionals looking to enhance their career by becoming a better problem solver, business analyst and one who is prone to unlocking their creative as well as logical approach to problem solving and decision making. The course will prove invaluable for Managers, Team Leaders, Support Staff, and anyone looking to develop their professional skills.

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

The workshop aims to afford the busy professional the opportunity to learn practical techniques on how to foster a creative and problem-solving mindset, undertake meaningful business analysis and develop strategic plans using effective strategic planning tools and systems. As a result of this programme individuals will have highlighted key areas for personal development and developed an appropriate action plan; possess a range of practical tools and techniques to help them better manage creative teams, and use a variety of approaches to problem solving, business analysis and strategic planning.

The benefits of this approach will be felt across the strategic 'journey'. These include:

- Improving communication between cross-functional teams and departments across the organization.
- Greater clarity of the organizational culture, directions, roles and responsibilities of all those involved in the strategic and operational planning process.
- Better understanding of the planning terminology and processes.
- The establishment of a common (shared) vision for the organization to pursue - one that meets both the needs of the organization, it's groups, individuals and customers.

This programme will help energise all those on the journey and secure the commitment from those necessary for success across the dynamics of *where to go* and *who can help achieve the vision*.

Course Outline:

- Understanding Problem Solving and Decision Making
- The Need to Be Creative
- Adapt or Die...innovate!
- Different types of Problems
- Rational Approach
- Creative Thinking
 - Kano Model of Innovation
 - Kotter Model of Strategic Change
 - Drivers for Economic and growth avenues
 - Quality model - bridging perception gaps
- Problem Solving Tools
 - De Bono Six Hats
 - Force field Analysis
 - Cause & Effect
 - Ishikawa Fishbone Analysis
 - Rational Choice Analysis
- Strategic Planning
 - Critical Success Factors
 - Stakeholder Analysis
 - Stakeholder Mapping technique
 - The Executive Sponsor

- The Planning Process
- Business Analysis
 - Meeting a Changing World
 - Organizational Growth Cycle
 - Planning Concepts / methods
 - Strategic Planning methodology
 - SWOT
 - PESTLE
- Organizational Visioning
 - Mission Identification
 - Identifying CSFs / Critical Assumptions
 - Developing Action Plans
 - Evaluating Where We Are Now
 - Determining Where We Want to Be (Strategic Development Plan)
 - Road to Success Technique