



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Strategy & Business Analysis

Code	City	hotel	Start	End	price	Hours
743	Marrakesh (Morocco)	Hotel Meeting Room	2025-06-22	2025-06-26	3450 €	25

INTRODUCTION

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

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

ORGANISATIONAL IMPACT

- Facilitate strategic change
- Improved strategic alignment
- Contribute to the achievement of strategic plans



- Ability to recognise a good business strategy
- Understand how to change from the current position to a desired future state

PERSONAL IMPACT

- Improved strategic thinking and analysis skills
- More highly developed problem solving and critical thinking skills
- An increased ability to help achieve strategic improvement
- Appreciation of how strategy and business analysis link with other important perspectives
- Enhanced strategic management and planning capability

WHO SHOULD ATTEND?

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

Outline

DAY 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



DAY 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

DAY 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

DAY 4 : Solutions and Perspectives

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

DAY 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



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.