



Strategic Business Analysis

Duration: 3 days

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Our trainers are highly qualified, practitioners in their chosen fields. ”

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Overview

Organisations need to remain viable if they are to thrive in today's challenging economic environment. Regardless of industry or sector, organisations develop strategic plans that are based on key drivers such as compliance, operational efficiencies, or market growth to help them remain viable.

The Expert BA* plays a key role in helping organisations develop and realise their strategic goals. The formalisation of Business Analysis practices has seen the need for Expert BAs to act in the capacity as strategic business advisors, mentors for less experienced Business Analysts, and as a champion for outstanding organisational Business Analysis practices.

Whereas a Project BA responds to objectives and defines requirements within boundaries, the Expert BA understands organisational strategies, defines critical objectives, and seeks out requirements that help improve a business. The Expert BA therefore assumes a more consultative role and aspires to be a trusted advisor to the executive team.

This course is aligned with International Institute of Business Analysis™ (IIBA®) Competency Standards, which are supported by *A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide)*.

* The term 'Expert BA' is used here to denote any person who performs business analysis activities at a senior or enterprise level, regardless of their job title or role. The IIBA® term for this role is an Advanced Generalist BA.

Course Objectives

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

- Assess an organisation's problems and needs in light of its strategies, objectives, and industry position
- Contribute to the selection of high-value initiatives through enterprise analysis and cost-benefit analysis
- Develop high-level enterprise models that facilitate business transformation
- Develop a 'big picture' view that will help improve integration between strategy and implementation.
- Undertake rigorous mapping and benefits management activities to enable the successful execution of strategy
- Assess internal control requirements to minimise an organisation's risk exposure
- Act as a mentor and reviewer for less experienced analysts

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Who should attend?

This course is designed for:

- Experienced Business Analysts seeking to improve career capabilities, their contribution to organisational strategy realisation, and their internal consulting skills
- Managers of Business Analyst teams looking to understand the capabilities required from a more strategic or senior BA or to set guiding principles for Advanced Analysts
- Technical Architects or Agile Practitioners who wish to expand their knowledge into the field of business domain architecture

Prerequisites

To gain the most benefit from participation in this course, participants should ideally be practicing business analysts who are familiar with concepts and common techniques presented in the *BABOK® Guide*.

Development Units

Participants who have been awarded the Project Management Professional (PMP)® credential by the Project Management Institute (PMI)® are eligible to earn **21 PDUs** for their participation in this course (9 Technical, 8 Strategic and Business Management, 4 Leadership).

Where to next?

To effectively manage organisational benefits, you may wish to consider: **Managing Benefits™**.

For the effective selection and prioritisation of initiatives, you may wish to consider **Management of Portfolios (MoP®)**.

Key Topics

Key competencies of an Expert BA

Using emotional and cultural intelligence to enhance stakeholder interactions.

Enterprise and business acumen

The role of the Expert BA across different levels of the organisation. The importance of developing a cross-functional focus. Evaluating the impact of proposed business changes on the organisation. Reviewing the relationship between enterprise and business strategy. Exploring environmental and strategic analysis models.

Implementing organisational strategy

The analyst's role in conducting Enterprise Analysis. Exploring the link between business need, objectives, scope and benefits.

Demonstrating value through benefits management

The role of an analyst in benefits management. Exploring ways to identify, quantify, model, and manage benefits. Justifying initiatives through cost-benefit analysis. Optimising senior stakeholder interactions using a range of personal, interpersonal and leadership skills.

Improving Business Analysis Practices in the Organisation

The senior analyst's role in developing BA skills and competencies in an organisation. Evaluating analysis plans to ensure a successful project / program outcome. Managing risk at a project, programme and enterprise level.

Course Delivery

This course uses a real-life case study approach to follow an organisation from the assessment of its enterprise strategies through to the development and justification of initiatives that will help realise those strategies.

Courses are facilitated by our expert team and can be conducted onsite or at our premises. All courses can be customised to suit your requirements.

PM-Partners are an Endorsed Education Provider of IIBA.

