



Business Acumen for Business Analysts

Duration: 2 days

“ PM-Partners have been leaders in training and professional certification for over 20 years.

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

Sydney Training Centre

Saxons
10 Barrack Street
Sydney NSW 2000
P: 1300 70 13 14
www.pm-partners.com.au
info@pm-partners.com.au

Melbourne Training Centre

Saxons
Level 8, 500 Collins Street
Melbourne VIC 3000
P: 1300 70 13 14

Singapore Training Centre

20 Bendemeer Road #03-12
Singapore 339914
P: +65 6818 5771
www.pm-partners.com.sg
info@pm-partners.com.au

Overview

“The vast majority of [project] waste is completely avoidable; simply get the right business needs understood early in the process.” Jim Crear, Standish Group CIO.

In today's fast-paced and volatile economy, organisations capable of turning boardroom requirements into reality gain the ultimate competitive advantage. Organisations gain this competitive advantage when they equip their Business Analysts with the appropriate skills and knowledge to strategically define the right projects, and to ultimately deliver the required organisational outcomes. Successfully defining and managing business requirements calls for specialist skills and experience.

Being a truly effective Business Analyst (BA) has its foundation in more than just the possession of excellent technical skills. The role of the BA is one of 'trusted adviser', 'consultant to the business', 'influencer', 'relationship manager' – to name but a few – all of which are heavily reliant upon the possession of sound business acumen.

Business acumen has many definitions, some of the most common of which are:

- A person's knowledge and ability to make effective business decisions, and/or to effectively influence leaders and decision makers
- A vehicle for improving financial and commercial 'savvy'
- A vehicle for career/professional development into positions of leadership
- Nurturing both the development of strategic skills and those of effective leadership and management, thereby maximising personal and professional effectiveness
- Developing and utilising an insight and depth of business knowledge and experience

Course Objectives

The course aims to equip participants with a more strategic focus – through increasing visibility and awareness of organisational culture and strategy, and an understanding of where they have the power to influence outcomes. Objectives of this course are to:

- Provide participants with tools and techniques for effectively influencing both individuals and stakeholder groups
- Facilitate the development of skills for taking a consultative approach towards Business Analysis work, thereby optimising the quality of the results
- Provide a vehicle for 'career progression' – developing skills that enable the Business Analyst to operate at a higher level and thereby facilitate personal and professional development and career progression.

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Who should attend?

This course is designed for:

- Business Analysts, or
- Project staff seeking to progress to a business analysis role

Prerequisites

To gain the greatest benefit from participation in this course, participants should be working in a business analysis environment or planning to do so in the near future.

Course Summary

The Business Analyst's role within organisational strategy

Understanding organisational strategy and the strategic landscape. The BA's role in strategy development. Understanding financial terminology and the importance of the Business Case.

Understanding organisational culture and communication

The impact of organisational culture on BA work. Optimising organisational communications.

Developing your personal communication skills

Principles of effective communication. The communication process. Active listening and questioning. The power of visualisation and imagery. Working with 'verbal' behaviours.

Successful internal consulting

Taking a consultative approach. Building consulting skills and strategies. Understanding an individual's basis of power. Influencing skills. Managing levels of conflict.

Course Delivery

Trainers of this course will use a practical delivery approach to provide participants with a 'hands-on', multi-faceted and challenging learning experience.

Participants will be actively engaged in case study activities, scenarios and role-plays to gauge their current skill levels, and to further develop and build new skills for immediate transfer to their workplace.

This course can be held on-site or at our premises. All courses can be customised to suit your requirements.

Materials: A comprehensive participant handbook is provided.