

Strategic Business Analysis



Overview

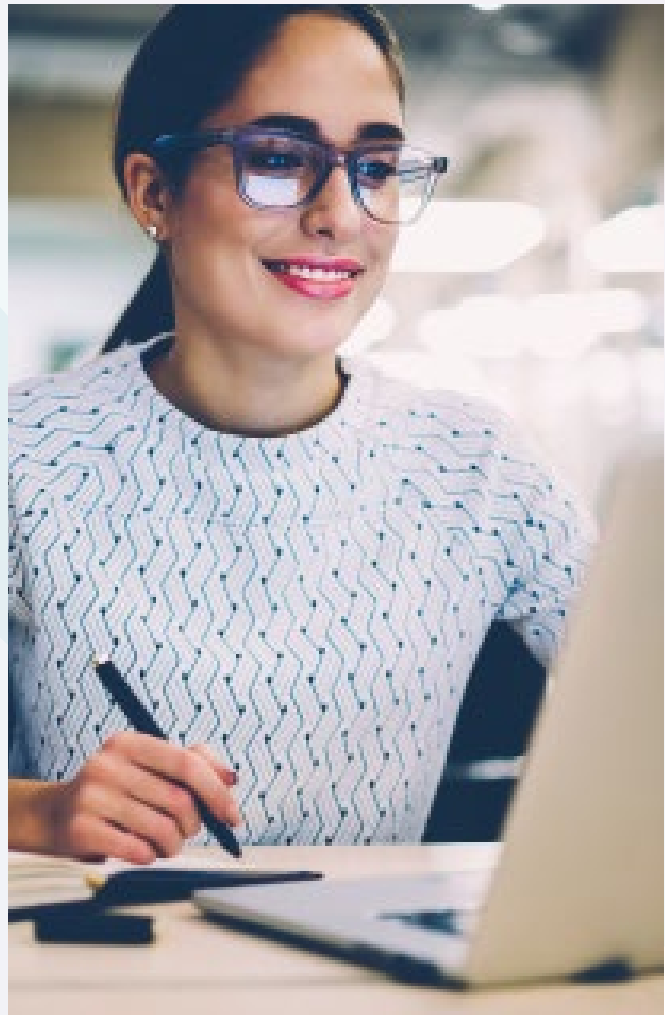
Organisations need to remain viable if they are to thrive in today's challenging economic environment. Regardless of industry or sector, organisations develop strategic plans that are based on key drivers such as compliance, operational efficiencies, or market growth to help them remain viable.

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.





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 needs, 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.



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.

Exam and Certification

No exam

Duration

3 days



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.

IIBA Endorsed Education Provider
Endorsed Course™

PM-Partners are an
Endorsed Education
Provider of IIBA.



Who is this course 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.

Professional Development Units (PDUs)

Participants who have been awarded the Project Management Professional (PMP)® credential by the Project Management Institute (PMI)® are eligible to earn PDUs for their participation in these courses as follows: **21 PDUs** (9 Ways of Working, 8 Business Acumen, 4 Power Skills).

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 \(MoP®\)](#).

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Why learn with PM-Partners?

Because we turn your career goals into reality.

Poor project skills are consistently quoted as a key reason for project failure. To be successful in project delivery, it's critical to invest in yourself and the capabilities of your team. This means setting clear goals and making a commitment to continuous improvement.

Certification and training is a vital part of this journey. But you need to know which foot to put forward, and when, to ensure you're heading in the right direction. That's where our expert guidance and support comes in.

Tell us where you want to go

At PM-Partners we start every conversation with the question, 'Where are you trying to go?' We then apply our expertise to show you exactly 'how' to get there.

We believe that having the relevant skills and methodologies is critical to delivery success, and ultimately career success. Depending on your aims, our team of professional development consultants will work closely with you to create a development pathway, or team training program, that aligns with your goals.

Helping to develop professional capabilities for 25 years

Our accredited programs provide certification and development across a range of globally recognised project management and delivery streams.

Each year, our expert facilitators train and certify more than 12,000 people throughout Australia, New Zealand and South-East Asia to best practice standards. All highly qualified practitioners in their field, they draw from real-life scenarios and their own experience to add real value for individuals, teams and organisations.

Our promise to you

PM-Partners is committed to providing industry leading education that is relevant, up-to-date and designed to meet your specific needs.

We offer qualifications in multiple disciplines, including key products in PeopleCert's best practice portfolio, such as ITIL®, PRINCE2® Project Management, PRINCE2® Agile Project Management, PRINCE2® Programme Management, Prince2® Portfolio Management, and P3O®; APMG's AgilePM®, AgileBA®, AgilePgM™, Lean Six Sigma, Managing Benefits and Change Management; as well as the Scaled Agile Framework® (SAFe®); and Business Analysis programs from The Australian Chapter of the International Institute of Business Analysis™ (IIBA®), to name a few.

To find out more about how we can help you or your organisation uplift their capability, contact the experts on 1300 70 13 14.



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Customer story

Listen to Dominic Cain speak about how he went from being a young Chef to a Programme Director.



“



I recently completed the 3-day “Strategic Business Analysis” course at PM-Partners.

I highly recommend the course to anyone who wants to develop a strong understanding of the strategic approach to BA. The course is pitched at a high enterprise view and it ensures that all the objectives & activities being set at business unit levels, and below, are consistent with the enterprise direction. The presenter of the course, Steven Howard, is exceptional.

Jim Vafakos

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