Training Course on Strategy and Business Analysis

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's rapidly evolving business landscape, the ability to formulate effective **strategy** and conduct thorough **business analysis** is paramount for organizational success. This comprehensive training course equips participants with the essential knowledge and practical skills to drive informed decision-making and achieve sustainable competitive advantage. By mastering key frameworks in **strategic planning** and employing rigorous **analytical techniques**, individuals will be empowered to identify opportunities, mitigate risks, and optimize organizational performance. This program delves into the core principles of understanding market dynamics, assessing internal capabilities, and translating strategic goals into actionable plans. Participants will gain proficiency in using industry-standard **business analysis tools** and methodologies to elicit, document, and manage requirements effectively, ensuring that projects align with strategic objectives and deliver tangible value.

This intensive course is designed to transform professionals into strategic thinkers and proficient business analysts, capable of contributing significantly to their organization's growth and innovation. Through a blend of theoretical concepts, real-world case studies, and interactive exercises, participants will develop a holistic understanding of how **strategy and business analysis** intersect and drive organizational effectiveness. The curriculum emphasizes the importance of **stakeholder analysis**, **process improvement**, and **data-driven decision-making** in achieving strategic goals. By focusing on practical application and the development of critical thinking skills, this training empowers individuals to become valuable assets in shaping their organization's future and navigating the complexities of the modern business environment.

Programme Curriculum

Training Course on Strategy & Business Analysis

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Course Duration

5 days

Course Objectives

Upon completion of this training course, participants will be able to:

1. Understand the fundamental principles of **strategic management** and its importance in achieving organizational goals.
2. Apply various **strategic analysis frameworks** such as SWOT, PESTLE, and Porter's Five Forces to evaluate the external and internal environments.
3. Develop clear and concise **strategic objectives** aligned with the organization's vision and mission.
4. Master techniques for effective **stakeholder management** and communication throughout the strategic planning process.
5. Utilize key **business analysis methodologies** including BABOK and agile approaches.
6. Elicit, document, and manage **business requirements** using industry-standard tools and techniques.
7. Conduct thorough **process analysis** and identify opportunities for improvement and optimization.
8. Employ **data analysis techniques** to support strategic decision-making and performance measurement.
9. Develop and evaluate different **strategic options** and formulate actionable implementation plans.
10. Understand the role of **risk management** in strategic planning and business analysis.
11. Apply **business modeling** techniques to visualize and analyze organizational structures and processes.
12. Contribute effectively to **cross-functional teams** in the development and execution of strategic initiatives.

13. Understand the principles of **change management** and their application in implementing strategic changes.

Organizational Benefits

Organizations that invest in this training course can expect to realize several key benefits:

- Improved strategic decision-making capabilities across all levels.
- Enhanced alignment of projects and initiatives with overall business strategy.
- Increased efficiency and effectiveness through optimized business processes.
- Better identification and mitigation of potential risks and challenges.
- Enhanced communication and collaboration among different departments.
- Greater ability to adapt to changing market conditions and competitive pressures.
- Increased innovation and the ability to capitalize on new opportunities.
- A more skilled and engaged workforce capable of driving organizational growth.

Target Participants

This training course is ideal for individuals in roles such as:

1. Business Analysts
2. Project Managers
3. Strategy Managers
4. Management Consultants
5. Product Owners
6. Team Leaders
7. Department Heads
8. Anyone involved in strategic planning and decision-making.

Course Outline

Module 1: Foundations of Strategy

- Understanding the concept and importance of strategy.
- Exploring different levels of strategy (corporate, business, functional).
- Introduction to strategic thinking and its application in organizations.
- Analyzing the relationship between vision, mission, and values.
- Overview of key strategic management models.

Module 2: External Environment Analysis

- Conducting PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental).
- Applying Porter's Five Forces framework to analyze industry structure.
- Understanding market trends and competitive dynamics.
- Identifying opportunities and threats in the external environment.
- Techniques for gathering and analyzing external data.

Module 3: Internal Environment Analysis

- Conducting SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Analyzing internal resources and capabilities (VRIN framework).
- Assessing organizational culture and its impact on strategy.
- Evaluating financial performance and key ratios.

- Benchmarking against competitors and best practices.

Module 4: Strategic Planning and Goal Setting

- Developing clear and measurable strategic objectives (SMART criteria).
- Formulating different strategic options and evaluating their feasibility.
- Understanding the concept of competitive advantage.
- Developing strategic maps and balanced scorecards.
- Communicating the strategic plan effectively.

Module 5: Introduction to Business Analysis

- Defining business analysis and its role in organizational success.
- Understanding the BABOK (Business Analysis Body of Knowledge) framework.
- Exploring different perspectives and domains of business analysis.
- The skills and competencies of an effective business analyst.
- Ethical considerations in business analysis.

Module 6: Requirements Elicitation and Management

- Planning and conducting effective elicitation techniques (interviews, workshops, surveys).
- Documenting requirements clearly and concisely (use cases, user stories).
- Utilizing requirement management tools and techniques.
- Prioritizing and validating requirements with stakeholders.
- Managing changes to requirements throughout the project lifecycle.

Module 7: Process Analysis and Improvement

- Understanding business processes and their importance.
- Techniques for process mapping and modeling.
- Identifying process bottlenecks and inefficiencies.
- Applying methodologies for process improvement (Lean, Six Sigma).
- Measuring and monitoring process performance.

Module 8: Strategic Business Analysis and Implementation

- Aligning business analysis activities with strategic goals.
- Using data analysis to support strategic decision-making.
- Assessing the business impact of strategic initiatives.
- Understanding the role of business analysis in change management.
- Evaluating the success of strategic implementation.

Training Methodology

This training course will employ a blended learning approach incorporating:

- **Interactive lectures** and presentations to convey core concepts.
- **Case studies** and real-world examples to illustrate practical application.
- **Group discussions** and collaborative exercises to foster peer learning.
- **Individual assignments** to reinforce understanding and skill development.
- **Practical workshops** utilizing relevant tools and techniques.
- **Role-playing scenarios** to simulate real-world situations.
- **Q&A sessions** to address participant queries and enhance understanding.
- **Feedback sessions** to provide personalized guidance and support.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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