



## course : Strategy & Business Analysis

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|---------------------|------------|-------------------|------------------------|
| <b>City :</b>       | Doha       | <b>Hotel :</b>    | The Ritz-Carlton, Doha |
| <b>Start Date :</b> | 2025-11-30 | <b>End Date :</b> | 2025-12-04             |
| <b>Period :</b>     | 1 Week     | <b>Price :</b>    | 3950 \$                |

HighPoint Training and Management Consultancy  
هاي بوينت للتدريب والاستشارات الإدارية

info@highpointtc.com   
www.Highpointtc.com   
UAE - Dubai   
+971 50 360 6133 

## Course Overview

This highly interactive and practical training course will help participants understand the business analysis work needed to collaborate with stakeholders, identify strategic requirements, and align resulting strategies with organizational goals.

**Participants will develop skills in:**

- Understanding enterprise problems and goals
- Analyzing current state and defining future state
- Devising and implementing strategies
- Driving change and facilitating stakeholder engagement

## Course Objectives

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

- Understand the link between business analysis and strategy
- Align potential solutions with strategic goals
- Examine links with Agile and Business Process Management perspectives
- Identify and define current and future states of the organization
- Apply strategic thinking tools and techniques
- Identify strategic risks and analyze performance measures
- Define solution design options and assess value

## Target Audience

**Professionals and leaders involved in strategy and business analysis, including:**

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

## Methodology

The course uses short presentations, practical exercises, business simulations, video inputs, and case studies. Delegates actively apply strategic business analysis methods and tools to real organizational scenarios.

## Course Outline

### Day 1 :Introduction to Strategy and Business Analysis

- Understanding the link between strategy and business analysis
- Key definitions, concepts, and terminology
- Factors that make a strategy successful
- Performance measures and strategic alignment
- Governance and information management

### Day 2 :Formulating Business Strategy

- Vision, values, mission, and organizational goals
- Analyzing the external environment
- Business capability analysis
- Assessing strategic fit and formulating strategy options
- Strategy maps, Balanced Scorecard, and Business Model Canvas

### Day 3 :Strategy Analysis

- Strategy analysis in a business analysis context
- Analyzing current state and defining future state
- Assessing risks and defining change strategies
- Strategy analysis case study

### Day 4 : Solutions and Perspectives

- Analyzing, valuing, and recommending solutions
- Performance measurement analysis
- Integrating Agile, Business Intelligence, Business Architecture, and BPM perspectives

### Day 5 :Implementing Analysis, Requirements, and Design

- Developing strategic thinking capabilities
- Practicing interaction and stakeholder engagement skills
- Applying tools and techniques for business analysis
- Case study: putting business analysis into practice
- Identifying performance improvements and commitment to action

## Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.