



## Certificate in Business Analysis

Evaluating the Performance and Potential of Your Operations

### ► Upcoming Sessions

20-24 May 2024	Dubai - UAE	\$5,950
26-30 Aug 2024	London - UK	\$5,950
21-25 Oct 2024	Geneva - Switzerland	\$5,950
02-06 Dec 2024	Milan - Italy	\$5,950
20-24 Jan 2025	Barcelona - Spain	\$5,950
24-28 Feb 2025	Rome - Italy	\$5,950

### ► Training Details

#### Training Course Overview

All businesses are going through a process of continuous transition. This makes decisions more complex and increasingly risky. Managers need to understand the major forces for change and direction of change in markets, competition, technology and business model in order to assess sustainability of profitable growth and identify the direction and nature of development decisions that will facilitate the creation of tomorrow's organization out of today's organization.

This popular Anderson training course will enable you first to understand the direction and nature of change in global business and then to develop strategic and operating plans that will form the foundation of competitive performance as your company moves ahead.

#### Training Course Objectives

**By the end of this Anderson training course, you will be able to:**

- Identify the main trends in the business as it develops
- Evaluate the performance of the organisation up to now
- Introduce innovative and differentiating activities in your business model
- Align and coordinate strategic and operational programmes and projects
- Introduce leading-edge tools and techniques of performance forecasting

#### Designed For

**This Anderson training course is suitable for a wide range of professionals but will greatly benefit:**

- Experienced business analysts and strategic planners
- Specialists in financial management
- Human resource development managers

- ▶ Specialists in operational management
- ▶ Systems analysts and business process designers
- ▶ Marketing and commercial staff
- ▶ Organisational development staff
- ▶ Anyone about to move into one of the roles described above

## ▶ Training Details

### Day One: Megatrends - The New Global Economic Structure

- ▶ The major forces affecting business and the forecast trend.
- ▶ Business strategy in the post-COVID business environment
- ▶ Globalisation versus deglobalisation in business decisions
- ▶ The concept of strategic alignment
- ▶ How to align strategic and operational plans
- ▶ The new framework of an effective strategy

### Day Two: Financial and Non-financial Dimensions of Business

- ▶ Financial evaluation of a business
- ▶ The financial “anatomy” of an organisation
- ▶ Balancing profitability, liquidity and gearing
- ▶ Non-financial evaluation of a business
- ▶ Framework for non-financial analysis
- ▶ Application of the ‘Balanced Scorecard’

### Day Three: Assessing the Future Potential of a Business

- ▶ Tools and techniques of market and business analysis
- ▶ Hearing and understanding the “voice of the customer”
- ▶ Measuring and managing the impact of the product life-cycle
- ▶ Forecasting the future potential of a business
- ▶ Managing crisis and controlling recovery
- ▶ Identifying future organisational development priorities

### Day Four: Innovation and Risk in Business Development

- ▶ Developing innovative offerings and business models
- ▶ Evolutionary and revolutionary innovation
- ▶ The impact of disruptive innovation
- ▶ Risk analysis in business decisions
- ▶ Identifying the right risk to take
- ▶ Tools and techniques of risk management

### Day Five: Value Migration and Developing People for the Future

- ▶ What is the significance of value migration?
- ▶ Internal and external value migration
- ▶ The impact of value migration on strategy and structure
- ▶ Developing human capability for the future of the company
- ▶ The challenge of managing the agile organisation
- ▶ People development in a rapidly changing world

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

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