

# BA02 - Strategic Business Analysis

## Course Overview

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This is a 2-day class

Learn about the components of Strategic Business Analysis. Understand the importance of defining the business need correctly and pursuing a thorough analysis of the internal and external environments of the enterprise before choosing the solution. Shortcutting the pre-analysis work discussed in this course often results in delivering solutions that are misaligned to the enterprise strategy and to the expectations and needs of the business. Learn how to avoid the pitfall of jumping to a solution prior to a solid understanding of the opportunity or problem needing to be addressed. NOTE: This course will earn you 14 PDUs.



## Who Should Attend

Executives, Project Managers, Business Analysts, Business and IT stakeholders working with business analysts

## Course Objectives

Learn how to see the “big picture” and understand the internal/external characteristics of your enterprise before determining solutions

Understand what comprises strategy analysis and when and how it is performed

Recognize how risks influence the viability of solution options

Identify the benefits for developing a thorough change strategy

Discuss the purpose and importance of business case development and how to leverage a business case to communicate the viability for pursuing a change to your decision makers

Prepare a business case employing qualitative and quantitative analysis methods

## Course Outline

### 1 Foundational Concepts

Components of business analysis

Business analysis competencies

IIBA/PMI and the goals of a professional association

Purpose for having a BA standard

Exercise: Review the case study

### 2 Introduction to Strategy Analysis

Definition and purpose of Strategy Analysis

The timing of Strategy Analysis

Identifying stakeholders and the business need

Discussions:

Strategy analysis in your organization

When business needs are not clearly defined

Strategy Analysis and the business analyst

Exercises:

Describe Strategy Analysis

Identify Roles/Responsibilities

Identify the business need

### 3 Analyze the Current State environment

The importance of analyzing Current State

Understanding Business Architecture

Techniques for analyzing Current State

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## 4 Define the Future State

Future State description  
Assessing impacts to business architecture  
Determining Solution Scope  
Discussions:  
Managing expectations with stakeholders  
Capturing current capabilities  
How to approach acquiring capabilities

## 5 Assess Risks

Identifying risks  
Risk Tolerance/Categories/risk responses  
The concept of positive risk  
Techniques for identifying risks  
Discussions:  
Who is responsible for identifying risks?  
Who captures positive risks today?  
Exercise: Identify Risks

## 6 Define the Change Strategy

Defining change strategy  
Components of change strategy  
Solution scope, enterprise readiness and change  
Techniques for defining a change strategy

## 7 Developing a Business Case

The purpose of a business case  
Business case components  
Building a convincing business case  
Determining the Recommended Solution  
Packaging the business case  
Reviewing the business case with stakeholders  
Discussions:  
Evaluating project proposals  
Anticipating questions for the business case review  
Exercise: Create a business case

## 8 Additional resources

Helpful links for obtaining additional business analysis information