

BA02 - Strategic Business Analysis

Course Overview

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

This is a 2-day class

Upcoming Dates

Date	Time	Where
11/23/2020	9:00AM - 5:00PM	Online LIVE
03/01/2021	9:00AM - 5:00PM	Online LIVE
06/07/2021	9:00AM - 5:00PM	Online LIVE

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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

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

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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