



# Strategic Business Analysis

Course ISI-1581

Two days

Instructor-led

## At Course Completion

Learn about the components of Strategic Business Analysis. Understand the criticality 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.

## Prerequisites

This course is aimed at experienced practitioners who desire a clear understanding of Strategic Business Analysis, who would like to understand what comprises this work, and the objectives for performing it. It is recommended that participants complete the BA01 – Business Analysis Essentials course prior to enrolling or have equivalent experience

## Student Materials

- Full Student Guide
- Templates for common Strategy Analysis techniques.

## Course Outline

- 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

## Module 1: Foundational Concepts

- Components of business analysis
- Underlying Competencies Business analysis competencies
- IIBA/PMI and the goals of a professional association
- Purpose for having a BA standard
- Exercise: Review the case study

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## **Module 2: Introduction to Strategy Analysis**

- Definition and purpose of Strategy Analysis
- The timing of Strategy Analysis Strategy Analysis
- Identifying stakeholders and the business need
- Exercises: Describe Strategy Analysis, Identify Roles/Responsibilities, Identify the business need.

## **Module 3: Analyze the Current State environment**

- The importance of analyzing Current
- Understanding Business Architecture
- Techniques for analyzing Current State

## **Module 4: Define the Future State**

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

## **Module 5: Assess Risks**

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

## **Module 6: Define the Change Strategy**

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

## **Module 7: Section 7: Developing a Business Case**

- The purpose of a business case Techniques
- Business case components Techniques
- Building a convincing business case Strategy Analysis



- Determining the Recommended Solution Techniques Packaging the business case
- Reviewing the business case with stakeholders
- Discussions: Evaluating project proposals, Anticipating questions for the business case review Techniques
- Exercise: Create a business case

## **Module 8: Additional resources**

- Helpful links for obtaining additional business analysis information.