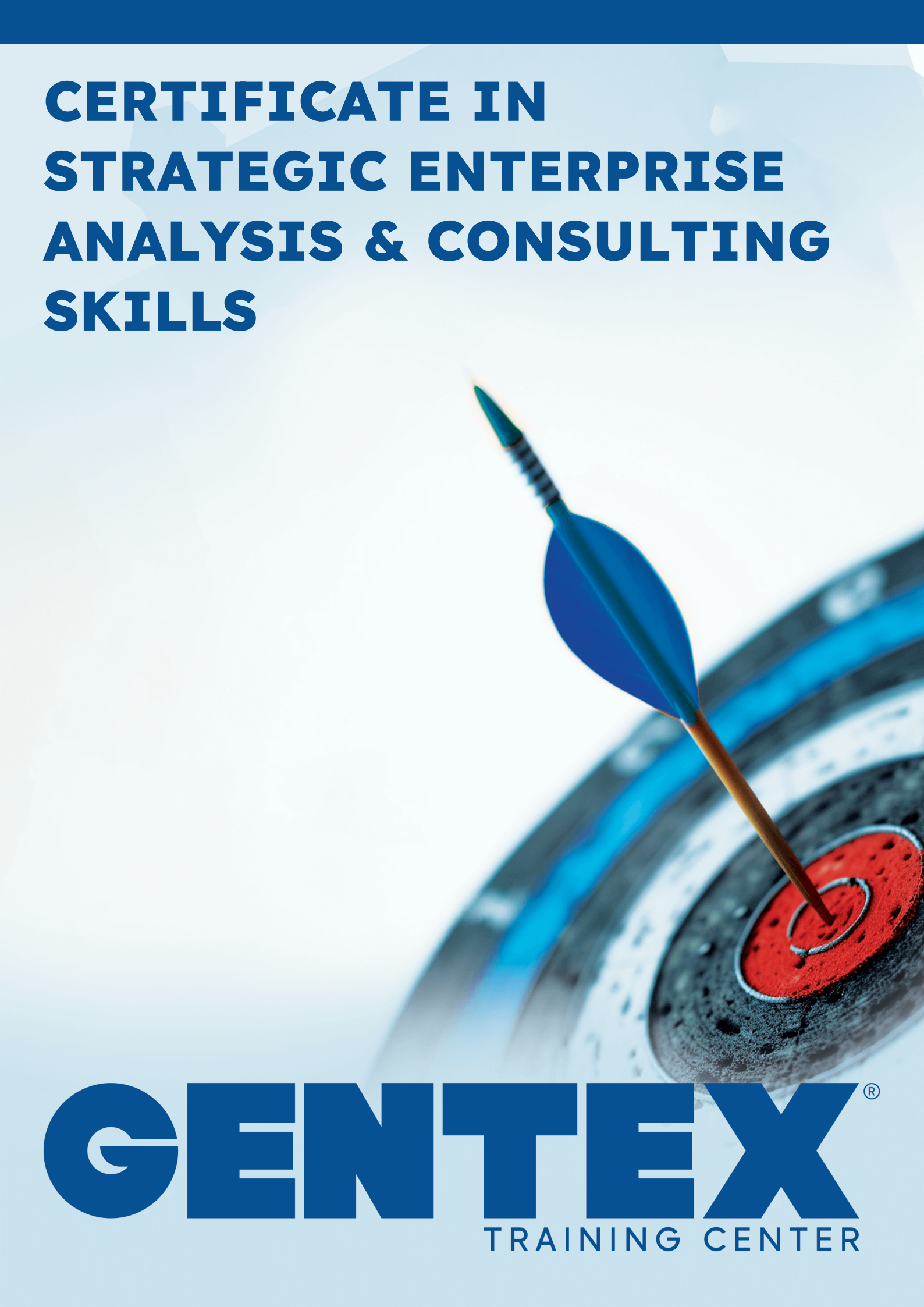
CERTIFICATE IN STRATEGIC ENTERPRISE ANALYSIS & CONSULTING SKILLS



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Introduction

Certificate in Strategic Enterprise Analysis & Consulting Skills examines how analysts and internal advisors diagnose an enterprise accurately and recommend change that decision-makers accept. This Training Course covers enterprise analysis, capability assessment, consulting frameworks, and recommendation delivery. Participants study BACCM and BABOK enterprise analysis, PESTLE, Porter's five forces, the Business Model Canvas, SWOT, root cause analysis, and the Pyramid Principle. Furthermore, the programme connects diagnosis to influence through consulting case labs, client interview simulations, and recommendation defence. As a result, delegates leave able to analyse an enterprise end to end and advise convincingly.

Certificate in Strategic Enterprise Analysis & Consulting Skills Course Objectives

- Define enterprise analysis and its place in business architecture.
- Apply BACCM concepts and BABOK enterprise analysis tasks.
- Analyse external context using PESTLE and five forces.
- Assess internal capability, processes, and value streams.
- Model business models and identify improvement options.
- Conduct stakeholder analysis and elicitation interviews.
- Apply root cause analysis and problem structuring methods.
- Build recommendations with options, costs, and benefits.
- Present findings using the Pyramid Principle.
- Manage consulting engagements, scope, and client relationships.

Course Methodology

- Interactive workshops using real enterprise and consulting files.

- Enterprise analysis and capability assessment labs.
- Stakeholder elicitation and interview simulation.
- Problem structuring and root cause analysis workshops.
- Recommendation building and defense exercises.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Business analysts and enterprise analysts.
- Internal consultants and advisors.
- Strategy and transformation professionals.
- Process improvement and change specialists.
- Project and programme managers.
- IT and business architecture practitioners.
- External consultants serving corporate clients.

Certificate in Strategic Enterprise Analysis & Consulting Skills Course Outlines

Day 1: Enterprise Analysis Foundations

- Defining enterprise analysis and business architecture.
- BACCM core concepts: change, need, solution, stakeholder, value, context.
- BABOK enterprise analysis knowledge area tasks.
- Role of the enterprise analyst in strategy work.
- Governance, mandate, and engagement set-up.
- Ethics, integrity, and confidentiality in consulting.

- Building the analysis workplan.

Day 2: External and Internal Assessment

- PESTLE and macro-environment scanning.
- Porter's five forces and industry structure analysis.
- Business Model Canvas and value proposition review.
- Capability assessment and maturity modelling.
- Process and value stream analysis.
- SWOT, TOWS, and gap analysis.
- Benchmarking and comparative assessment.

Day 3: Elicitation and Problem Structuring

- Stakeholder mapping and engagement planning.
- Elicitation techniques: interviews, workshops, observation, and surveys.
- Root cause analysis: five whys, fishbone, and fault tree.
- Issue trees, MECE structuring, and hypothesis-driven analysis.
- Data collection, sampling, and evidence quality.
- Requirement gaps and change readiness assessment.
- Synthesising findings into themes.

Day 4: Solution Options and Recommendations

- Option generation and screening criteria.
- Cost, benefit, and impact assessment.
- Feasibility, risk, and dependency analysis.
- Business case structure and investment logic.

- Recommendation framing and trade-off presentation.
- The Pyramid Principle and MECE communication.
- Consulting report structure and executive summary.

Day 5: Influence, Delivery, and Engagement Management

- Presenting findings and defending recommendations.
- Handling challenge, scepticism, and competing interests.
- Consulting engagement planning, scope, and time management.
- Client relationship management and expectation setting.
- Change adoption and implementation support.
- Post-engagement review and knowledge capture.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Certificate in Strategic Enterprise Analysis & Consulting Skills, participants will have acquired a practical command of enterprise analysis, capability assessment, problem structuring, and recommendation delivery. They will know how to diagnose an enterprise with evidence, build options that decision-makers can weigh, and present findings in a structure that leads to action. In addition, the course prepares delegates to manage consulting engagements and client relationships professionally. As a result, they return to work ready to advise with rigour and influence. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

LEARN BOLD. **LEAD BEYOND**
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FAQs for the Certificate in Strategic Enterprise Analysis & Consulting Skills course

Q1 What is the "Certificate in Strategic Enterprise Analysis & Consulting Skills" course about?

It is a five-day programme that develops enterprise analysis and internal consulting capability. It covers enterprise analysis frameworks, external and internal assessment, elicitation and problem structuring, solution option appraisal, recommendation building, consulting report writing, and engagement management.

Q2 What are the key benefits of the "Certificate in Strategic Enterprise Analysis & Consulting Skills" course?

Participants gain the ability to analyse an enterprise end to end with structured frameworks, identify root causes rather than symptoms, and build recommendations with costs, benefits, and risk clearly stated. They also learn to present findings persuasively and to manage scope and client expectations professionally.

Q3 What skills will I gain from the "Certificate in Strategic Enterprise Analysis & Consulting Skills" course?

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Enterprise analysis with BACCM and BABOK task application, external and internal assessment with PESTLE, five forces, and capability modelling, elicitation and problem structuring with root cause analysis and MECE issue trees, and recommendation building with the Pyramid Principle and engagement management.

Q4 What tools, methods, or standards are covered in the "Certificate in Strategic Enterprise Analysis & Consulting Skills" course?

The course covers the BACCM core concepts and BABOK enterprise analysis tasks, business architecture concepts, PESTLE environmental scanning, Porter's five forces analysis, the Business Model Canvas, capability assessment and maturity modelling, process and value stream analysis, SWOT, TOWS and gap analysis, benchmarking methods, stakeholder mapping and engagement planning, elicitation techniques including interviews, workshops, observation and surveys, root cause analysis tools including five whys, fishbone and fault tree analysis, issue trees and MECE structuring, hypothesis-driven analysis methods, data collection and sampling practice, evidence quality assessment, requirement gap and change readiness assessment, option generation and screening criteria, cost, benefit and impact assessment methods, feasibility, risk and dependency analysis, business case structure and investment logic, recommendation framing and trade-off presentation, the Pyramid Principle and MECE communication, consulting report and executive summary structure, presentation and recommendation defence techniques, challenge and objection handling, consulting engagement planning and scope management, client relationship management, change adoption and implementation support, and post-engagement review methods.

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Q5 How is the "Certificate in Strategic Enterprise Analysis & Consulting Skills" course applied in real-world practice?

Delegates apply it through analysis workplans, context assessments, capability models, process analyses, SWOT and gap analyses, stakeholder maps, interview guides, elicitation notes, root cause analyses, issue trees, option appraisals, business cases, recommendation papers, consulting reports, executive summaries, presentation decks, engagement plans, and post-engagement reviews. They also use it to brief sponsors and steering groups and to support transformation delivery.