STRATEGY & BUSINESS ANALYSIS



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Strategy & Business Analysis examines how analysts turn organizational problems into evidence-based recommendations that leaders act on. This Training Course covers requirements elicitation, process and capability analysis, option appraisal, and stakeholder engagement. Participants study the BABOK Guide knowledge areas, PESTLE, SWOT and TOWS, VRIO, value chain analysis, decision matrices, and root cause techniques. Furthermore, the programme connects analysis to decision-making through business analysis labs, modelling workshops, and recommendation simulations. As a result, delegates leave able to analyse a business situation rigorously and defend their conclusions with structure and evidence.

Strategy & Business Analysis Course Objectives

- Define business analysis and its role in strategy development.
- Apply BABOK Guide knowledge areas and techniques.
- Elicit and document business requirements accurately.
- Model processes, data flows, and organizational capability.
- Conduct stakeholder analysis and engagement planning.
- Scan the environment using PESTLE, SWOT, and TOWS.
- Assess internal capability with VRIO and value chain review.
- Evaluate options with criteria, matrices, and cost-benefit analysis.
- Recommend solutions with costed, evidenced business cases.
- Present findings so decision-makers act on them.

Course Methodology

- Interactive workshops using real business analysis files.
- Requirements elicitation and modelling labs.

GENTEX® TRAINING CENTER

- Process, data, and capability modelling exercises.
- Option appraisal and decision matrix workshops.
- Recommendation and stakeholder presentation simulations.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Business analysts and systems analysts.
- Strategy and planning professionals.
- Process improvement specialists.
- Project and programme managers.
- Finance and commercial analysts.
- Product owners and requirements leads.
- Consultants supporting transformation work.

Strategy & Business Analysis Course Outlines

Day 1: Business Analysis Foundations

- Defining business analysis and its professional scope.
- The BABOK Guide knowledge areas and techniques.
- Business analysis roles and career expectations.
- Stakeholder identification and engagement planning.
- Analytical thinking and bias awareness.
- Ethics, objectivity, and professional standards.
- Building the analysis workplan.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Day 2: Requirements Elicitation and Modelling

- Elicitation techniques: interviews, workshops, observation.
- Requirements types: business, stakeholder, functional, non-functional.
- User stories, use cases, and acceptance criteria.
- Process modelling with BPMN.
- Data modelling and data dictionary basics.
- Prioritisation techniques such as MoSCoW.
- Requirements traceability and validation.

Day 3: Strategic and Capability Analysis

- PESTLE and SWOT for business context.
- TOWS and option framing from analysis.
- VRIO, value chain, and capability assessment.
- Gap analysis between current and target state.
- Root cause analysis: five whys and fishbone diagrams.
- Benchmarking and competitor review.
- Documenting findings and assumptions.

Day 4: Solution Evaluation and Business Case

- Solution option generation and screening.
- Evaluation criteria: cost, benefit, risk, and fit.
- Decision matrices and weighted scoring.
- Cost-benefit analysis and basic investment appraisal.
- Business case structure and funding requests.

- Risk assessment for recommended solutions.
- Stakeholder impact and change readiness.

Day 5: Communication, Implementation, and Review

- Structuring findings for decision-makers.
- The Pyramid Principle and answer-first writing.
- Visual modelling and exhibit design.
- Supporting implementation and solution validation.
- Benefits tracking and post-implementation review.
- Lessons learned and method improvement.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategy & Business Analysis, participants will have acquired a practical command of requirements elicitation, process and capability modelling, option appraisal, and business case development. They will know how to analyse a situation with structure, challenge weak assumptions, and recommend solutions supported by costed evidence. In addition, the course prepares delegates to present findings clearly and to validate benefits after implementation. As a result, they return to work ready to support strategic decisions with professional analysis. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Strategy & Business Analysis course

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q1 What is the "Strategy & Business Analysis" course about?

It is a five-day programme that develops professional business analysis skills in a strategic context. It covers elicitation and requirements documentation, process and data modelling with BPMN, capability analysis with VRIO and value chain review, option appraisal, cost-benefit analysis, business case writing, and benefits validation.

Q2 What are the key benefits of the "Strategy & Business Analysis" course?

Participants gain the ability to elicit requirements accurately, model processes and capabilities clearly, and evaluate solutions against cost, risk, and strategic fit. They also learn to build business cases that funding committees accept and to present findings so decision-makers act with confidence.

Q3 What skills will I gain from the "Strategy & Business Analysis" course?

Requirements elicitation and documentation with BABOK techniques, user stories, use cases, and MoSCoW prioritisation, process and data modelling with BPMN and data dictionaries, stakeholder analysis and engagement planning, and solution evaluation with decision matrices, cost-benefit analysis, and business case development.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Strategy & Business Analysis" course?

The course covers the BABOK Guide knowledge areas and techniques, business analysis role and career definition, stakeholder identification and engagement planning, analytical thinking and bias awareness, ethics and professional standards, elicitation techniques including interviews, workshops and observation, requirement types across business, stakeholder, functional and non-functional categories, user stories, use cases and acceptance criteria, process modelling with BPMN, data modelling and data dictionary construction, MoSCoW prioritisation, requirements traceability and validation, PESTLE and SWOT for business context, TOWS and option framing, VRIO, value chain and capability assessment, gap analysis between current and target state, root cause analysis with five whys and fishbone diagrams, benchmarking and competitor review, finding and assumption documentation, solution option generation and screening, evaluation criteria across cost, benefit, risk and fit, decision matrices and weighted scoring, cost-benefit analysis and basic investment appraisal, business case structure and funding request writing, risk assessment for recommended solutions, stakeholder impact and change readiness assessment, findings structuring for decision-makers, the Pyramid Principle and answer-first writing, visual modelling and exhibit design, implementation support and solution validation, benefits tracking and post-implementation review, and lessons learned and method improvement practice.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q5 How is the "Strategy & Business Analysis" course applied in real-world practice?

Delegates apply it through requirements catalogues, user story backlogs, use case documents, BPMN process maps, data dictionaries, gap analyses, root cause reports, option appraisals, decision matrices, cost-benefit models, business cases, stakeholder engagement plans, impact assessments, solution validation reports, benefits trackers, and post-implementation reviews. They also use it to facilitate requirements workshops and to brief steering committees.