



**British Training**

# **Essentials of Strategic Planning and Business Analysis for Organizational Success Training Course**

**#LD2311**

# Essentials of Strategic Planning and Business Analysis for Organizational Success Training Course

## Introduction:

Effective planning and business analysis are critical drivers of organizational growth and adaptability. At British Training Center, we recognize the importance of equipping professionals with foundational tools to navigate complex business landscapes. This course bridges theoretical knowledge with practical application, empowering learners to transform insights into actionable strategies. Whether refining existing processes or designing new frameworks, participants will gain the expertise to align business objectives with measurable outcomes.

## Training Objectives and Impact:

### By the end of this program, participants will be able to:

- Define core principles of business planning and analysis.
- Develop structured business plans aligned with organizational goals.
- Apply industry-standard tools for data collection and interpretation.
- Conduct SWOT and PESTLE analyses to assess internal and external factors.
- Translate analytical findings into actionable recommendations.
- Design key performance indicators (KPIs) to monitor progress.
- Facilitate stakeholder collaboration to ensure project alignment.

## Targeted Competencies and Skills:

- Strategic Thinking & Problem-Solving.
- Data Analysis & Visualization.
- Stakeholder Communication & Management.
- Process Mapping & Optimization.
- Risk Identification & Mitigation.
- Decision-Making Under Uncertainty.

## Target Audience:

### This program is tailored for:

- Aspiring business analysts and entry-level professionals.
- Project managers seeking to enhance planning capabilities.
- Entrepreneurs developing business strategies.
- Team leaders overseeing operational workflows.
- Professionals transitioning into analytical roles.

## **Course Content:**

### **Unit One - Foundations of Planning & Business Analysis:**

- Overview of business planning lifecycle stages.
- Role of a business analyst in organizational success.
- Key terminology: strategic vs. operational planning.
- Introduction to business requirements gathering.
- Ethics and professionalism in analysis.

### **Unit Two - Strategic Planning Frameworks:**

- Vision, mission, and goal-setting methodologies.
- Balanced Scorecard (BSC) for strategic alignment.
- Scenario planning for risk management.
- Resource allocation and budgeting basics.
- Aligning departmental objectives with corporate strategy.

### **Unit Three - Business Analysis Tools & Techniques:**

- Conducting SWOT, PESTLE, and Porter's Five Forces analyses.
- Process modeling using flowcharts and swimlane diagrams.
- Root cause analysis with Fishbone diagrams.
- Prioritizing requirements via MoSCoW method.
- Crafting use cases and user stories.

### **Unit Four - Data-Driven Decision Making:**

- Data collection methods: surveys, interviews, and focus groups.
- Quantitative vs. qualitative data analysis.
- Visualizing insights with dashboards and charts.
- Interpreting financial statements for strategic decisions.
- Leveraging Excel for basic predictive modeling.

### **Unit Five - Implementing Plans & Monitoring Performance:**

- Change management strategies for plan execution.
- Designing KPIs and success metrics.
- Monitoring progress with Gantt charts and milestones.
- Post-implementation review (PIR) best practices.
- Continuous improvement through feedback loops.