

BA02 - Strategic Business Analysis

Overview

This course is aimed for 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. This course may earn a Credly Badge.

Prerequisites

- BA01 - Business Analysis Essentials

Prerequisite Comments

This course is aimed for experienced people who require a clear understanding and systematic approach to Strategic Enterprise Business Analysis. It is recommended that participants complete the BA01 – Business Analysis Essentials course prior to enrolling or have equivalent experience.

Target Audience

Executives, Project Managers, Business Analysts, Business and IT stakeholders working with business analysts

Course Objectives

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.

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

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, and Strategy Analysis and the business analyst

Exercises: Describe Strategy Analysis, Identify Roles/Responsibilities, and 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, and 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

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 and anticipating questions for the business case review

Exercise: Create a business case

8 - Additional Resources

Helpful links for obtaining additional business analysis information

Related Courses, Certifications, Exams

- BA01 - Business Analysis Essentials
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