



BA02 - Strategic Enterprise Analysis

Credits: 14 PDUs / 2 Days

Course Level: Intermediate/Advance

Prerequisites:

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.

Course Objectives:

Learn enterprise analysis skills and support your enterprise solutions with effective consulting and leadership. Learn how to move enterprise projects and strategies forward from both a consulting and Enterprise Analysis perspective. Use Enterprise Analysis techniques to identify profitable enterprise opportunities. Learn how to package and present a compelling rationale for your enterprise solution and develop your consulting skills to get buy-in from senior management.

Intended Audience:

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

Learning Objectives:

- Learn how to see the “big picture” and help your executive stakeholders make the right decisions
- Evaluate proposed business initiatives for viability and organizational advantage
- Apply an enterprise analysis framework in a business case study
- Identify the organizational opportunities and risks within proposed initiatives
- Conduct a feasibility analysis and strategic fit assessment
- Define initial scope for a potential solution using multiple visual techniques
- Prepare a business case employing qualitative and quantitative analysis methods

Course Outline:

Section 1: Introduction

- What is Enterprise Analysis?
- The role of an Enterprise Analysis
- Business Analysis competencies

Section 2: Defining the business need

- Defining solution vision and scope
- Conducting a outcomes workshop
- Validating solution scope against the expected outcomes

Section 3: Assessing the capabilities of your organization

- Analyzing current capabilities
- Assessing new capability requirements

Section 4: Determining how to approach potential solutions

- Describe the approach to create or acquire new capabilities
- Ranking potential approaches
- Conducting a feasibility analysis



Section 5: Defining the scope of the solutions being proposed

- Define the capabilities a project shall deliver
- Scope modeling
- User stories

Section 6: Assessing the risks involved

- Understanding the risks of the proposed solution
- Capturing and categorizing the risks involved
- Planning the appropriate responses to the risks identified

Section 7: Justifying the Enterprise Solution: The Business Case

- Building a convincing business case and justifying the investment
- Planning stakeholder buy-in
- Communicating with your audience
- Identifying critical decision criteria and objectives
- How to package and present your case for maximum impact
- Anticipating and responding to challenges

Section 8: Additional resources

- Useful books and links on Enterprise Analysis