



# Analytical Thinking and Evidence Based Decision Making



+971 4 556 7171  
800 7100 (within UAE)



[www.meirc.com](http://www.meirc.com)



[meirc@meirc.com](mailto:meirc@meirc.com)



**Meirc**  
Training & Consulting

## Why Attend

In today's complex business world, effective analytical skills are essential for professionals who are looking to add long-term strategic value to their organization. While problems differ in complexity, almost all of them can be approached in a structured manner that increases the chances of finding a successful solution. By attending this course, you can master the art and science of dealing with complex data using solid analytical skills.

However, analyzing the data and reaching the right conclusion is only half of the problem. The other half is ensuring that decision makers understand and support your conclusion. Therefore, this course will also include a section on how to effectively persuade others of the appropriate course of action using evidence based analytics to ensure that the organization is making the right decision.

## Course Methodology

The course uses a mix of interactive techniques, such as analytical tools, case studies, presentation development, presentation delivery and individual feedback.

## Course Objectives

By the end of the course, participants will be able to:

- Apply recognized problem solving techniques and approaches
- Analyze problems and find factual data to support decisions
- Distinguish, evaluate and summarize relevant information
- Generate a broader and more unique range of solutions
- Arrive at objective and well-reasoned decisions consistent with the available information
- Present results in a structured manner for maximum impact and influence

## Target Audience

Analysts, managers and professionals who are looking to build their analytical skills as well as those who are interested in improving their decision making capabilities based on analytical evidence.

## Target Competencies

- Analytical thinking
- Analysis of data
- Assessing data patterns
- Structuring data
- Evidence based research
- Results orientation

## Course Outline

- Analytical thinking skills
  - Understanding how we think and reason
  - Adding value to your organization
  - Balancing multiple conditions impacting a business situation
  - Moving from pieces to the big picture
  - Generating creative solutions
- Structuring problems
  - The importance of structuring
  - Dividing issues into manageable sections
  - The use of logic trees in problem solving
  - Foundations of conditional logic
  - Foundations of disjunctive logic
  - Using conditional logic versus disjunctive logic
  - Challenges in effectively using different kinds of logic
- Collecting data



- Getting the right data
- Types of research
- Primary research development
- Secondary research development
- Conducting informational interviews
- Asking 'so what?'
- Summary versus synthesis
- Assessing the value of information
- Focusing on facts
- Eliminating extraneous information
- Analyzing and transforming data
  - Structuring data
  - Transforming data
  - The power of visual representation
  - Guidelines for business graphs
  - Using Excel for data analysis
  - The power of pivot tables
  - Using pivot tables for analysis
  - Seeking patterns
  - Studying trends
  - Questioning results
  - Developing possible solutions
- Communicating and convincing
  - Turning data into findings
  - Building effective arguments
  - Communicating findings by telling a story
  - Story telling elements
    - The current situation
    - Difficulties in making the situation better
    - Possible paths to resolution
  - Presenting to senior management



## Associations

**International Institute of Business Analysis (IIBA®)** : Meirc is an Endorsed Education Provider™ (EEP) for the International Institute of Business Analysis (IIBA®). IIBA® is an independent non-profit professional association serving the growing field of business analysis. As the global thought leader and voice of the business analysis community, IIBA® actively supports the recognition of the profession, and works to maintain standards for the ongoing development of the practice and the certification of business analysts. Meirc's IIBA® accredited courses are based on the Business Analysis Body of Knowledge (BABOK®) guide. Participants in these courses can earn Professional Development (PD) units as well as prepare for the IIBA® competency-based certification exams including the ECBA™, the CCBA™ and the CBAP™ certifications.



## Location & Date

1 - 5 Sep, 2019

English

Dubai

JW Marriott Marquis

## Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019

US\$ 4800

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003

PD Hours/CDU: 20



## Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
30 Jun - 4 Jul, 2019	Certified Business Analyst	English	Dubai	US\$ 5100
7 - 11 Jul, 2019	Strategic Decision Making in Competitive Environments	English	Dubai	US\$ 5100
14 - 18 Jul, 2019	The Balanced Scorecard: Achieving Performance Excellence	English	Munich	US\$ 4800
14 - 18 Jul, 2019	Building and Presenting a Powerful Business Case	English	Dubai	US\$ 4800
4 - 8 Aug, 2019	Successful Planning, Organizing and Control	English	Dubai	US\$ 4800
25 - 29 Aug, 2019	Strategic Thinking and Planning	English	Barcelona	US\$ 4800
8 - 12 Sep, 2019	The Certified Strategist: From Planning to Execution	English	Baku	US\$ 5100
9 - 13 Sep, 2019	Analytical and Structured Thinking: Best Practices and Methods	Arabic	Athens	US\$ 4800
15 - 19 Sep, 2019	Certified Business Analyst	English	Istanbul	US\$ 5100
22 - 26 Sep, 2019	Developing and Implementing the Business Plan	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Competitive Strategies and Value Innovation	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Strategic Thinking and Planning	English	Cairo	US\$ 4800
13 - 17 Oct, 2019	The Balanced Scorecard: Achieving Performance Excellence	English	Dubai	US\$ 4800
13 - 15 Oct, 2019	Business Continuity Management 	English	Dubai	US\$ 3600
20 - 24 Oct, 2019	The Effective Analyst: From Research to Execution	English	Dubai	US\$ 4800
20 - 24 Oct, 2019	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 4800
27 - 31 Oct, 2019	Strategy Management in the Public Sector	Arabic	Dubai	US\$ 4800
3 - 7 Nov, 2019	Strategic Thinking and Planning	Arabic	Dubai	US\$ 4800
10 - 14 Nov, 2019	The Certified Strategist: From Planning to Execution	Arabic	Dubai	US\$ 5100
17 - 21 Nov, 2019	Certificate in Key Performance Indicators (KPIs)	English	Dubai	US\$ 5100
17 - 21 Nov, 2019	Developing Effective Public-Private Partnerships (PPPs)	English	Dubai	US\$ 4800
24 - 28 Nov, 2019	Developing and Implementing the Business Plan	Arabic	Dubai	US\$ 4800
1 - 5 Dec, 2019	Certified Business Analyst	Arabic	Dubai	US\$ 5100
2 - 4 Dec, 2019	Business Intelligence and Data Analysis	English	Beirut	US\$ 3600



## Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
	Workshop			
8 - 12 Dec, 2019	Shaping the Future: Tools for Developing Strategic Foresight	English	Dubai	US\$ 4800
15 - 18 Dec, 2019	Certified Crisis Management Professional <small>PLUS</small>	English	Dubai	US\$ 4700
15 - 19 Dec, 2019	Strategic Thinking and Planning	English	Dubai	US\$ 4800
22 - 26 Dec, 2019	The Certified Strategist: From Planning to Execution	English	Dubai	US\$ 5100
22 - 26 Dec, 2019	Successful Planning, Organizing and Control	English	Dubai	US\$ 4800
29 Dec - 2 Jan, 2020	Certificate in Key Performance Indicators (KPIs)	Arabic	Dubai	US\$ 5100
29 - 31 Dec, 2019	Conducting Successful Business Reviews	English	Dubai	US\$ 3600





# Meirc Timeline

