AI-Powered Business Analyst: Future-Proof Your Career

Programme Two:
Strategic Business Analysis in the Age of AI

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Strategic Business Analysis in the Age of AI

_ *Fast-track your promotion with Strategic Mindset and Tools through the lens of AI transformation*

Duration: 20 hours | Cost: 1400 EUR p.p. excl. VAT

Program Description:

- This comprehensive training program equips Business Analysts with the strategic mindset, digital fluency, and practical tools required to lead in today's AI-driven, competitive landscape.

- Participants will explore foundational and advanced techniques—reframing classic models like SWOT, PESTLE, and McKinsey 7S through the lens of AI transformation, while integrating agile-era tools such as the Business Model Canvas and Lean Strategy.

- The program also emphasizes mastering stakeholder engagement, conflict resolution, and business process modelling with modern, AI-assisted approaches.

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PROGRAM OUTLINE: contains four modules

Module 1: Foundations of Strategic Business Analysis

Objectives:
- Develop fluency in both traditional and agile-era strategic frameworks
- Understand how to translate insights into executable strategic actions

Key Topics:
- Strategic Thinking in a Rapidly Evolving Business Landscape
- Opportunity/Risk Evaluation through Data-Informed Insight
- Strategy Formulation & Implementation in Agile Environments

Activities:
- SWOT/PESTLE Group Exercise enhanced by trend-mining with AI tools
- Interactive Tool Demo: Visual strategy maps using Miro and Notion AI

Outcomes:
- Build strategic analysis blueprints that support agile execution
- Present implementation-focused plans aligned to dynamic business models

Module 2: Decision-Making Tools for Business Success

Objectives:
- Understand customer-centric value creation using digital tools
- Apply scenario planning to test resilience and adaptability

Key Topics:
- Business Model Canvas: Designing for digital agility
- Value Proposition Design with Customer Segments in Mind Scenario Planning for Tech Disruption

Activities:
- Redesign a legacy business model for a digital future
- Persona-based ideation to build differentiated value propositions

Outcomes:
- Align offerings with stakeholder and customer value
- Use scenario techniques to stress-test model assumptions

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Module 3: Stakeholder Engagement and Communication

Objectives:
- Identify, analyse, and prioritize stakeholders in complex ecosystems
- Develop compelling narratives for diverse stakeholder groups
- Use AI tools to personalize and scale communication strategies

Key Topics:
- Stakeholder Identification & Power/Interest Mapping Influence Strategies for Change Adoption AI-Enhanced Messaging & Tone Customization

Activities:
- Stakeholder Role-Play: Influence mapping and response planning
- Empathy Map Exercise to decode hidden needs and objections

Outcomes:
- Create dynamic stakeholder engagement plans
- Improve influence and alignment across business and tech functions

Module 4: Business Process Modelling Essentials

Objectives:
- Learn visual communication techniques for process clarity and improvement Learn how to leverage AI for process analysis and enhancement
- Build visual models that support stakeholder understanding and change

Key Topics:
- Business Process Mapping Fundamentals (Flowcharts and Swim lanes) BPMN for Advanced Process Modelling AI-Driven Process Mining and Optimization

Activities:
- BPMN Simulation Challenge: Redesigning inefficient workflows
- Tool Spotlight: AI-assisted process mapping

Outcomes:
- Communicate and refine processes visually for tech and business teams
- Identify automation and optimization opportunities