BLACKBIRD FOR TRAINING

Analytical Decision Making Course: From Data to Strategy

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Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

In today's data-driven world, organizations need leaders who can turn data into actionable strategies.
The Analytical Decision Making Course: From Data to Strategy is designed for executives, team leaders, and specialists across public and private sectors in the Middle East and North Africa.
This course empowers participants to make informed decisions using analytical tools, interpret complex data, and align insights with strategic objectives to improve organizational performance.
Whether you're an early-career professional looking to develop strong analytical skills or a senior executive seeking to drive data-centric growth, this program offers the practical frameworks and hands-on experience you need.

Course Objectives

- Understand key concepts in analytical thinking and decision-making processes.
- Apply advanced data analysis techniques to support business decisions.
- Transform raw data into actionable strategic insights.
- Utilize decision-making models and frameworks effectively.
- Evaluate risks and opportunities through data interpretation.
- Integrate analytics into strategic planning and operational improvements.
- Enhance communication skills for presenting data-driven recommendations.
- Foster a culture of evidence-based decision-making within teams.

Course Outlines

Day 1: Foundations of Analytical Thinking and Decision Making

- Introduction to analytical thinking in modern organizations.
- The importance of data-driven decision-making for leadership success.
- Identifying cognitive biases and avoiding common decision traps.
- Overview of quantitative and qualitative data types.
- Understanding how to frame business problems analytically.
- Interactive exercise: Analyzing simple scenarios to practice structured thinking.



Day 2: Data Collection, Validation, and Exploration

- Sources of data: internal, external, and third-party data sets.
- Methods for collecting reliable and relevant data.
- Techniques for cleaning and validating data quality.
- Exploratory data analysis to uncover patterns and trends.
- Using basic statistical tools for data summarization.
- Group activity: Create a simple dataset and perform initial analysis.

Day 3: Advanced Data Analysis and Interpretation Techniques

- Introduction to advanced statistical techniques regression, correlation, clustering.
- Data visualization methods to communicate findings clearly.
- Identifying key metrics and KPIs relevant to strategic goals.
- Scenario analysis to test different business outcomes.
- Practical application: Analyze a real-world dataset to extract insights.
- Workshop: Prepare and present a short data analysis report.

Day 4: Decision-Making Models and Strategic Alignment

- Overview of common decision-making models SWOT, decision trees, multi-criteria analysis.
- Integrating data insights into strategic planning processes.
- Balancing short-term performance with long-term strategic objectives.
- Risk assessment and contingency planning based on analytical findings.
- Hands-on exercise: Develop a data-informed strategy for a hypothetical case.
- Peer feedback and discussion on decision scenarios.

Day 5: Practical Application, Evaluation, and Closing

- Final review of concepts and tools covered in the course.
- Individual and group presentations of strategy projects.
- Evaluation and constructive feedback from instructors and peers.
- Developing personal action plans to implement analytical decision-making in daily work.
- Certification of completion and closing ceremony.
- Final networking session and exchange of practical experiences.



Why Attend this Course: Wins & Losses!

- Gain essential analytical skills critical for modern leadership roles.
- Make better, more informed strategic and operational decisions.
- Improve communication and presentation of complex data to stakeholders.
- Strengthen risk assessment and strategic foresight capabilities.
- Receive a recognized certificate to enhance professional credibility.
- Build confidence in using advanced analytical tools and techniques.
- Foster a data-driven mindset within your organization.
- Expand your professional network through peer learning and collaboration.

Conclusion

The Analytical Decision Making Course: From Data to Strategy equips leaders and professionals with the skills needed to transform data into actionable, strategic decisions.

Through comprehensive modules, practical workshops, and real-world case studies, participants will gain the confidence to analyze data, communicate insights, and drive impactful strategies.

Completing this course demonstrates a commitment to continuous professional growth and evidence-based leadership.Seize the opportunity to become a more strategic, analytical leader capable of guiding your organization toward data-informed success.

