

BUSINESS INTELLIGENCE

COURSE OUTLINE

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Business Intelligence

Course Aims

This workshop will provide you with an understanding of why managers and senior executives should have the knowledge and ability to operate at a more strategic level. This is vital to the success of any organisation. It will give you an understanding of how to develop strategy by taking into consideration both internal and external influences as well as developing the ability to strengthen relationships with colleagues, suppliers and business partners.

Duration

6 hours (Face to Face or Virtual)

Target Audience

This workshop will provide you with an understanding of why managers and senior executives should have the knowledge and ability to operate at a more strategic level. This is vital to the success of any organisation. It will give you an understanding of how to develop strategy by taking into consideration both internal and external influences as well as developing the ability to strengthen relationships with colleagues, suppliers and business partners.

Learning Outcomes

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

- Understand strategy and how to think strategically
- Explore the best options for bringing vision and strategy to life
- Understand the importance of effective political insight and how to investigate and understand key contacts' objectives, motives and priorities
- Identify internal and external factors that influence business
- Understand and employ effective project management skills
- Develop effective customer-focused policies

Course Content

Session 1 - What is strategy?

Session 2 - What is strategic thinking?

Session 3 - Bringing vision and strategy to life

Session 4 - What is political insight? How do you use it to investigate and understand key contacts' objectives, motives and priorities?

Session 5 - Internal and external factors that influence business

Session 6 - Employing effective project management skills

Session 7 - Developing customer-focused policies