

Strategic Planning and Decision-Making: Powered by SAS(R)

Code:	BPDM
Length:	2 days
URL:	View Online

This course helps students learn how basic statistical techniques can be used to better inform strategic business and decision-making challenges. The focus of the course is to learn the key tools and tactics of a corporate strategist/strategic planner. However, woven into the course are key analytics, powered by SAS, that can enable strategists to be more data driven and objective in terms of options, pros/cons, recommendations, and contingency plans.

Skills Gained

- Develop and/or assess large-scale projects or corporate strategies in terms of mission and vision statements (conceptual strategy) using data analysis to validate key focal points.
- Conduct macro- and micro-market analyses of competitors, suppliers, customers, and other key players using statistical methods (analytical strategy).
- Implement metrics and scorecards, while validating them with robust analytical tools, to support ongoing growth (operational strategy).

Who Can Benefit

- Business managers with a basic statistical background (MBA is sufficient), as well as data analysts and statisticians who aspire to higher-level strategic planning positions, including those involving more significant investment/business decision-making, project planning, and large-scale program development and implementation

Prerequisites

- Before attending this course, you should have completed or have the equivalent working experience the of Statistics 1: Introduction to ANOVA, Regression, and Logistic Regression course.

Course Details

Strategic Thinking and Planning: The Three Levels of Analysis

- Framework for strategic thinking.
- Conceptual strategy: mission, vision, and values.

- Analytical strategy: assessing a competitive market.
- Operational strategy: metrics, measurements, and planning.

Conceptual Strategy: Mission, Vision, and Values

- Values and leadership.
- Creating a compelling vision.
- Aligning our mission and vision.

Analytical Strategy: Analyzing Key Market Participants

- Market participants and forces at work.
- Assessing variability in our market.
- Competitive advantage – creating differentiation.

Operational Strategy: Monitoring and Measuring Success

- Measuring and monitoring: the balanced scorecard.
- Using scorecards to track progress.
- Action planning: designing tasks tied to scorecard metrics.

Course Summary and Participant Examples

- Course review: strategic thinking with analytics.
- Common pitfalls of strategic plans.
- Putting it all together: “strategy on a page.”
- Discuss examples of real-world plans with analytics (from participants).