



Consulting and Training | Reach New Heights

Course Name

Analytical Thinking: Thinking Create Value

Sector Name

Digital Transformation and Innovation

Document Type

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Analytical Thinking: Thinking Create Value

Course Introduction

To remain competitive in the industry, business companies and organizations currently look for individuals with analytical skills – those who have the ability to investigate a problem and find the ideal solution in a timely, efficient manner. These skills are relatively important in detecting patterns, brainstorming, observing, interpreting data, integrating new information, theorizing, and making decisions based on the multiple factors and options available.

Analytical thinking

This training program is designed to help participants understand the importance of analytical thinking and develop their analytical skills in order to contribute to their respective organizations through the use of various techniques in gathering, researching, evaluating, and presenting data and information.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Gain a comprehensive understanding of how people think and reason.
- ✓ Identify the core analytical thinking skills and the steps in the analytical process.
- ✓ Apply the tools and techniques of the PHASE Model.
- ✓ Utilize techniques in collecting, evaluating, and presenting data or information.
- ✓ Create presentation frameworks that use information derived from your analysis
- ✓ Analyze problems and find factual data to support decisions.

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Course Outline

✓ Day 01

Analytical Thinking

- ✓ 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
- ✓ Effective problem solving
- ✓ Brainstorming for analytical thinking
- ✓ Ladder of Inference

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Course Outline

✓ Day 02

Analytical Skills and Data Analysis

- ✓ Identifying core analytical skills
- ✓ Exploring the challenges of collecting, evaluating, and presenting information
- ✓ Describing the steps in the analytical process: plan, analyze, conclude
- ✓ Tools & Techniques for data collection and analysis

Phase Model of Analytical Thinking

- ✓ A structured process of analytical thinking
- ✓ How analytical thinking works.
- ✓ Tools and techniques

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Course Outline

✓ Day 03

The Planning Phase

- ✓ Identify the Purpose of the Analysis
- ✓ Use a Tool for Clarifying Questions
- ✓ Decide on an Approach for an Analysis
- ✓ Discuss the Importance of Considering the Needs of Your Requester and Audience When Developing the Plan
- ✓ Create a Data Collection Plan

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Course Outline

✓ Day 04

The Analyse Phase

- ✓ Use an Outline to Organize Data for Analysis
- ✓ Aggregate Unstructured Data into Segments
- ✓ Organize Data via Graphics Tools
- ✓ Assess the Potential Risk Associated with an Analysis
- ✓ Explain the Significance of a Cost-Benefit Analysis
- ✓ Develop a Decision Matrix
- ✓ Use an Outline to Evaluate Data and Deal with Information Gaps

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Course Outline

✓ Day 05

The Conclude Phase

- ✓ Describe How to Develop Valid Conclusions
- ✓ Explain How to Get from Conclusions to Recommendations
- ✓ Develop Recommendations That Can Be Used in a Presentation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 6, 2026	April 10, 2026	5 days	4950.00 \$	England , London
July 13, 2026	July 17, 2026	5 days	4250.00 \$	UAE , Dubai
Oct. 11, 2026	Oct. 15, 2026	5 days	4250.00 \$	KSA , Al Khobar
Jan. 25, 2027	Jan. 29, 2027	5 days	4250.00 \$	UAE , Dubai

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