Data-Driven Strategic Planning and Decision-Making Training Course

21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PLA9426_280779

Course Introduction / Overview:

In today's competitive landscape, the ability to transform raw data into strategic assets is no longer an advantage but a necessity. This course is meticulously designed to equip professionals with the skills to navigate the complex world of data analytics and apply it directly to strategic decision-making processes. We move beyond theoretical concepts to provide a practical roadmap for embedding data-driven practices into the core of your organization's strategy. As noted by the renowned academic Thomas H. Davenport in his influential book "Competing on Analytics: The New Science of Winning," organizations that build their strategies around data analytics consistently outperform their peers. This program, offered by BIG BEN Training Center, delves into the entire data-to-decision lifecycle, from establishing a robust data governance framework to employing advanced predictive analytics and communicating insights with impact. Participants will learn to ask the right questions, interpret complex datasets, and build compelling business cases grounded in empirical evidence, ultimately fostering a culture of informed and agile decision-making that drives sustainable growth and innovation.

Target Audience / This training course is suitable for:

- Senior Executives and C-Suite Leaders.
- Department Heads and Directors.
- Strategic Planners and Corporate Strategists.
- Business Analysts and Data Analysts.
- Project Managers and Program Managers.
- Marketing, Finance, and Operations Managers.
- Entrepreneurs and Business Owners.
- Consultants seeking to enhance their analytical capabilities.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and E-commerce.
- Telecommunications and Information Technology.
- Manufacturing and Supply Chain Logistics.
- Energy and Utilities Sector.
- Governmental Bodies and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Human Resources.
- Information Technology and Business Intelligence.
- Research and Development (R&D).
- Customer Service and Experience.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive data strategy aligned with overarching business objectives.
- Master techniques for collecting, cleaning, and preparing data for analysis.
- Apply descriptive, diagnostic, predictive, and prescriptive analytics to solve business problems.
- Utilize statistical methods to identify trends, patterns, and correlations in complex datasets.
- Create effective data visualizations and dashboards to communicate findings clearly.
- Construct compelling narratives and stories with data to influence stakeholder decisions.
- Implement frameworks for ethical data handling and governance within their organizations.
- Evaluate the ROI of data initiatives and build a business case for analytical projects.
- Foster a data-driven culture that encourages curiosity and evidence-based decision-making.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, immersive, and practical, ensuring that participants can immediately apply their learning in a professional context. This course rejects a purely lecture-based format in favor of a blended learning approach that combines expert-led instruction with hands-on application. A cornerstone of our method is the use of real-world case studies, which challenge participants to analyze complex business scenarios and develop data-driven solutions. Collaborative group workshops and breakout sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Participants will engage in practical exercises using sample datasets, allowing them to practice data analysis, visualization, and interpretation in a controlled environment. Continuous feedback is provided by the instructor and peers throughout the course, fostering a supportive learning atmosphere. The program culminates in a capstone project where teams apply the full spectrum of learned skills to a strategic business problem, solidifying their understanding and building confidence in their new capabilities.

Course Agenda (Course Units):

Unit One: Foundations of Data-Driven Strategic Management

- The evolution from experience-based to data-driven decision-making.
- Defining data literacy and its importance for modern leaders.
- Understanding the four types of data analytics: descriptive, diagnostic, predictive, and prescriptive.
- Establishing a robust data governance and quality management framework.
- Aligning data strategy with corporate strategy and business goals.
- Identifying key business questions that data can answer.
- Ethical considerations and biases in data collection and analysis.

Unit Two: Essential Techniques for Data Analysis

- Key sources of internal and external data for strategic insights.
- Methodologies for data collection, cleaning, and preparation.
- Fundamentals of statistical analysis for business professionals.
- Conducting exploratory data analysis (EDA) to uncover initial insights.
- Correlation versus causation and avoiding common analytical fallacies.
- Introduction to data mining techniques for pattern discovery.
- Utilizing software tools for basic data manipulation and analysis.

Unit Three: Advanced Analytics and Predictive Modeling

- Introduction to predictive analytics and business forecasting models.
- Understanding the core concepts of machine learning for decision-makers.
- Applying regression analysis to predict business outcomes.
- Segmentation and clustering techniques for market and customer analysis.
- Conducting risk analysis using data-driven simulation methods.
- Introduction to A/B testing and experiment design for strategic initiatives.
- Interpreting the outputs of complex analytical models for business application.

Unit Four: Data Visualization and Storytelling for Impact

- Principles of effective data visualization and dashboard design.
- Choosing the right charts and graphs for your data and message.
- Techniques for creating clear, compelling, and actionable visualizations.
- The art of storytelling with data to influence and persuade stakeholders.
- Structuring a data-driven narrative for maximum impact.
- Presenting complex analytical results to non-technical audiences.
- Workshop: Building an executive dashboard and data-driven presentation.

Unit Five: Implementing a Data-Driven Culture and Strategy

- Leading the transition to a data-driven organization.
- Strategies for overcoming resistance to change and fostering data curiosity.
- Building and managing high-performance analytics teams.
- Defining Key Performance Indicators (KPIs) that drive strategic action.
- Measuring the Return on Investment (ROI) of analytics projects.
- Developing a strategic roadmap for data-driven transformation.
- Capstone Project: Developing a data-driven strategic plan for a case study organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As organizations increasingly rely on AI for automated decision-making, what is the evolving role of human intuition and ethical oversight in a truly data-driven strategic framework?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the critical intersection of data science and strategic management, a nexus often overlooked by programs that treat them as separate disciplines. While many courses concentrate on the technical skills of data analysis or the high-level theories of strategy, this program is uniquely designed to bridge that gap. We emphasize the "so what" behind the data, teaching participants not just how to analyze information, but how to translate those findings into actionable, forward-looking business strategies. The curriculum moves beyond simply teaching how to use tools and instead cultivates a strategic mindset, enabling participants to ask smarter questions of their data. Our methodology is rooted in practical application, using case studies that mirror the complex, ambiguous challenges leaders face today. Rather than a purely technical deep-dive, this course equips managers and strategists with the essential literacy to lead analytics teams, interpret complex results with confidence, and champion a sustainable data-driven culture that becomes a true competitive differentiator for their organization.