Strategic Decision Making and Analytical Thinking Training Course



09 - 13 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #PS2354_25382

Course Introduction / Overview:

In today's volatile and complex business environment, the ability to make sound strategic decisions is the cornerstone of effective leadership and organizational success. This course is meticulously designed to transform managerial decision-making from an intuitive art into a structured, data-informed science. We delve deep into the core principles of analytical and critical thinking, equipping leaders with the frameworks and mental models necessary to navigate uncertainty with confidence. Drawing upon foundational concepts from behavioral economics, as explored by Nobel laureate Daniel Kahneman in his seminal work "Thinking, Fast and Slow," participants will learn to identify and mitigate common cognitive biases that often derail even the most experienced decision-makers. BIG BEN Training Center has developed this immersive program to bridge the gap between theoretical knowledge and practical application. Participants will engage with real-world case studies and sophisticated problem-solving techniques, ensuring they can dissect complex challenges, evaluate multiple perspectives, and formulate robust strategies that drive sustainable growth and competitive advantage. This is more than a course; it is a comprehensive toolkit for enhancing decision quality and leadership effectiveness.

Target Audience / This training course is suitable for:

- Managers and senior managers.
- Team leaders and supervisors.
- Heads of departments.
- Project managers and program managers.
- Business analysts and strategists.
- Executives and aspiring leaders.
- Consultants responsible for strategic guidance.
- Entrepreneurs and business owners.

Target Sectors and Industries:

- Banking and financial services.
- Information technology and telecommunications.
- Healthcare and pharmaceuticals.
- Manufacturing and engineering.
- Retail and consumer goods.
- Energy, oil, and gas.
- Government agencies and public sector organizations.
- Consulting and professional services.

Target Organizations Departments:

- Strategic planning and business development.
- Operations and production management.
- Finance and accounting.
- Human resources and talent management.
- Marketing and sales.
- Research and development.
- Project management office.
- Information technology.

Course Offerings:

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

- Identify and overcome cognitive biases in decision-making processes.
- Apply structured analytical frameworks to complex business problems.
- Utilize data-driven approaches to inform and validate strategic choices.
- Conduct comprehensive root cause analysis to solve underlying issues.
- Develop and evaluate alternative solutions using creative problem-solving techniques.
- Assess and manage risks associated with strategic decisions.
- Facilitate effective group decision-making and build consensus.
- Communicate strategic decisions clearly and persuasively to stakeholders.
- Foster a culture of critical thinking and analytical rigor within their teams.
- Evaluate the outcomes of decisions and implement corrective actions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on practical application. We believe that adult learning is most effective when participants are actively engaged in the learning process. This course moves beyond traditional lectures to incorporate a dynamic blend of instructional techniques. A significant portion of the program is dedicated to hands-on workshops, where participants will work with real-world case studies to apply decision-making models and analytical tools. Facilitated group discussions and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Role-playing scenarios will simulate challenging managerial situations, allowing participants to practice their communication and decision-making skills in a safe and supportive environment. Individual and team-based exercises are integrated throughout the five days to reinforce key concepts and ensure knowledge retention. Our expert facilitators provide continuous, constructive feedback, guiding participants to refine their analytical thinking and strategic planning capabilities. The emphasis is on building tangible skills that can be immediately implemented in the workplace to improve decision quality and leadership impact.

Course Agenda (Course Units):

Unit One Foundations of Strategic Decision Making

- Introduction to strategic thinking and its importance in leadership.
- The psychology of decision making.
- Understanding System 1 and System 2 thinking.
- Identifying and analyzing common cognitive biases and heuristics.
- The link between analytical thinking and effective problem-solving.
- Developing a structured approach to decision-making processes.
- Ethical considerations in managerial decision making.

Unit Two Analytical Frameworks and Problem-Solving Tools

- SWOT and PESTLE analysis for environmental scanning.
- Applying Porter's Five Forces to analyze industry competition.
- Root cause analysis using the 5 Whys and Fishbone (Ishikawa) diagrams.
- Pareto analysis (80/20 rule) for prioritizing issues and efforts.
- Decision matrix analysis for evaluating multiple options.
- Introduction to systems thinking for understanding complex interdependencies.
- Mind mapping for organizing thoughts and exploring solutions.

Unit Three Data-Driven Decision Making

- The role of data in modern strategic management.
- Differentiating between data, information, and insights.
- Techniques for gathering and interpreting relevant data.
- Avoiding common pitfalls in data analysis and interpretation.
- Distinguishing correlation from causation.
- Fundamentals of quantitative analysis for managers.
- Presenting data effectively to support strategic recommendations.

Unit Four Managing Risk, Uncertainty, and Creativity

- Making decisions under conditions of uncertainty and ambiguity.
- Frameworks for risk identification, assessment, and mitigation.
- Introduction to scenario planning and contingency analysis.
- Creative problem-solving techniques for generating innovative solutions.
- Edward de Bono's Six Thinking Hats for exploring multiple perspectives.
- Brainstorming and reverse brainstorming techniques.
- Fostering a team environment that encourages creative thinking.

Unit Five Implementation, Communication, and Leadership in Decision Making

- Communicating decisions effectively to stakeholders.
- Strategies for gaining buy-in and managing change.
- Leading teams through the implementation of strategic decisions.
- Establishing key performance indicators (KPIs) to monitor outcomes.
- Frameworks for evaluating decision effectiveness and learning from results.
- Developing a personal action plan for improved decision making.
- Cultivating a culture of analytical excellence and strategic agility within the 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:

How can an organization systematically overcome collective cognitive biases to improve its strategic agility and decision quality?

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

This course distinguishes itself by moving beyond a superficial review of decision-making tools and focusing deeply on the cognitive and psychological underpinnings of strategic choice. While many programs teach analytical frameworks, we integrate the groundbreaking work of behavioral scientists like Daniel Kahneman to help participants understand why bad decisions are made, not just how to structure a good one. The curriculum is uniquely designed to build metacognitive skills, enabling leaders to critically examine their own thinking processes and identify biases in real-time. Rather than simply presenting models like SWOT or PESTLE as static checklists, we utilize dynamic, industry-relevant case studies that force participants to grapple with ambiguity and incomplete information, mirroring the complexities of the real world. The emphasis is on developing a holistic decision-making mindset that blends analytical rigor with creative insight and an awareness of human psychology. This approach ensures that participants leave not just with a new set of tools, but with a fundamentally enhanced capacity for judgment and strategic foresight that is adaptable to any business challenge.