Business Intelligence Thinking

Utilizing Analytical Skills to Implement Creative and Sustainable Solutions

Course Overview

How You Will Benefit

In an ever-evolving modern business landscape, managers and employees make decisions every day based on personal experience, widely accepted best practices, or even the latest trend in business thinking. In many situations the decisions may be appropriate, but how do you know for sure? Business intelligence thinking, or the ability to systematically and logically work through an issue, focuses on using evidence as the basis for decision making and creative problem solving, to deliver lasting and sustainable change. When an organization has a problem-solving culture, it fosters ideas extending beyond the problem and encourages innovation. Other benefits include better teamwork and trust, increased employee engagement, job satisfaction and productivity in the workplace.

Course Objectives

Successful completion of this course will increase your ability to:

- Follow a systematic process that leads to objective, verifiable conclusions

- Assess the data you gather by following the principles of logic and reasoning

- Develop creative attitudes and learn to see that all problems have opportunities

- Identify and adopt the characteristics of critical thinking and implement the critical thinking process in business situations

- Promote innovation without regulating it

- Apply the tools of systems thinking to address a problem or situation

- Use systems thinking to improve innovation and productivity

- Apply the characteristics of creative people to any problem or issue

Key Topics Covered

This course explores the following subjects in depth:

- What differentiates analytical thinking from critical thinking

- What resources can be used for varying types of information and how to isolate the highest-quality data in each

- Using the principles of logic and reasoning to develop a hypothesis or conclusion that can be tested

- The six basic laws of problem solving

- How critical thinking enables you to think creatively, solve problems systematically, and detects inconsistencies in reasoning

- Critical thinking mistakes like rationalization, emotional thinking, forms of bias, and tunnel vision

- Maintaining innovation and creativity to withstand business challenges

- Characteristics of creative people

- The stages of the creative process: initiation, incubation, illumination, and implementation

- The core principles of systems thinking, and how this approach differs from traditional analysis

- How to apply systems thinking in the workplace in ways that benefit you and your organization

What the Course Offers

- Interactive learning setting

- Thorough set of materials: Instructor Guide, Participant Guide, Slideshow Presentation, and Learning Summary

- Opportunity to apply the concepts in a risk-free environment