

**IMPROVE YOUR ANALYTICAL SKILLS: MAKING INFORMATION WORK FOR YOU**

Assess and synthesize information so it's meaningful to you and your business.

Seminar #2162

**Overview**

Every day there is new information creating new demands. You're asked to summarize a lengthy report. Your boss distributes a pet project and asks you to come up with a list of recommendations. Important information about a competitor's product has just arrived and you're undecided about how to present the data. You're reading conflicting expert opinions on what's hot and new—and need to decide which advice to pursue.

How do you assess the credibility of new information? How will knowing this information help you to make pivotal decisions? How can you be sure of drawing valid conclusions? This seminar will give you basic analytical tools to assimilate, assess, organize and analyze new knowledge, so you can use the information to the best advantage of your organization—and your career. You will also experience the qualitative application of these tools through a detailed and interactive case study that explores a common business scenario.

**Schedule**

- [2] days

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- [2] days - **\$1,995** Non Members
- [2] days - **\$1,795** AMA Members
- [2] days - **\$1,537** GSA

**Credits**

1.2 CEU /12 PDU

**Schedule**

We have 13 scheduled sessions located nationwide starting between 6/5/2012 - 2/21/2013

| Date                        | Location                    | Duration |
|-----------------------------|-----------------------------|----------|
| Jun 11, 2012 - Jun 12, 2012 | San Francisco, CA           | 2 Days   |
| Jul 9, 2012 - Jul 10, 2012  | Chicago, IL                 | 2 Days   |
| Jul 23, 2012 - Jul 24, 2012 | Dallas, TX                  | 2 Days   |
| Aug 2, 2012 - Aug 3, 2012   | New York, NY                | 2 Days   |
| Aug 27, 2012 - Aug 28, 2012 | Arlington/Washington DC, DC | 2 Days   |
| Sep 24, 2012 - Sep 25, 2012 | Philadelphia, PA            | 2 Days   |
| Oct 1, 2012 - Oct 2, 2012   | Atlanta, GA                 | 2 Days   |
| Nov 1, 2012 - Nov 2, 2012   | Chicago, IL                 | 2 Days   |
| Nov 29, 2012 - Nov 30, 2012 | New York, NY                | 2 Days   |
| Dec 3, 2012 - Dec 4, 2012   | San Francisco, CA           | 2 Days   |
| Dec 20, 2012 - Dec 21, 2012 | Arlington/Washington DC, DC | 2 Days   |
| Feb 11, 2013 - Feb 12, 2013 | New York, NY                | 2 Days   |
| Feb 21, 2013 - Feb 22, 2013 | Los Angeles, CA             | 2 Days   |

Registering more than 4 people, please call 1-877-566-9441.

**How You Will Benefit**

- Organize information from multiple sources and in multiple formats
- Put information into a format that can be analyzed
- Apply techniques to determine what information is relevant within a specific context
- Learn to see contradictory information in the correct perspective
- Analyze information in order to identify the "best" opportunity
- Recognize information patterns and determine what they can mean for your business
- Communicate your findings and suggestions with expediency and clarity

**What You Will Cover**

- Exploring challenges professionals face in collecting, evaluating and presenting information
- Describing the basic steps in the analytical process
- Deciding on an approach for an analysis project
- Applying specific analytic techniques to your work situation
- Using interview techniques and clarifying questions
- Describing the characteristics of valid conclusions
- Explaining how to get from conclusions to recommendations

**Who Should Attend**

All business professionals who want to learn basic analytical skills that they can apply to their jobs to make more informed and successful business decisions.

**Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)