

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2162](http://www.amanet.org/2162)

# Developing Your Analytical Skills: How to Research and Present Information

## Quickly synthesize qualitative data, determine implications, and make informed decisions.

When making decisions, how do you assess the credibility of information? Do you conduct research and gather data methodically, or act on instinct and follow the latest trends? Do you know what key questions to ask? Feel confident you're making valid decisions?

Whether you are developing a new product or service, presenting findings on a competitor's product, or deciding how to allocate resources, you need the analytical skills to be able to support your conclusions with valid and credible evidence. In this course, you'll learn the basics to implement a process for data analysis that ensures you're focusing on the most critical information, involving the right people, and conveying your message in terms your audiences will understand.

## How You Will Benefit

- Identify relevant information
- Research and organize data from multiple sources in appropriate formats
- Categorize data for analysis
- Make difficult decisions involving qualitative data
- Perform analysis from multiple perspectives
- Recognize patterns and determine what they mean for the business
- Evaluate the evidence to identify the best opportunity or most rational solution
- Communicate findings and recommendations clearly

## What You Will Cover

### 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

### The Planning Phase

- Defining the purpose of the analysis
- Improving your analytical skills by clarifying relevant issues: Why? Who?

What are the options, benefits, and risks?

- Identifying issues that are essential for comprehensive understanding
- Deciding on an approach for an analysis project
- Creating a data collection plan for obtaining information

### **The Analysis Phase**

- Organizing, collecting, and evaluating data via graphic tools
- Performing affinity grouping to aggregate unstructured data into categories
- Using a 2x2 grid and SWOT analysis to evaluate ideas and analyze strategies
- Determining risks and performing cost-benefit analysis
- Evaluating data and addressing information gaps

### **The Conclusion and Reporting Process**

- Understanding the characteristics of valid conclusions
- Getting from conclusions to recommendations
- Presenting conclusions graphically

### **Telling Your Story**

- Utilizing tools, tips, and techniques to present your story to multiple audiences
- Creating and delivering a brief presentation that inspires and persuades

## **Who Should Attend**

Business professionals who want to learn basic analytical skills to conduct research and perform analysis to help them make more informed and evidence-based decisions.

## **Special Feature**

**Please bring your laptop to the seminar for optimal learning experience**

Conducting research is part of this class. Please bring a laptop equipped with MS 2007 (or higher) or other equivalent electronic device.

## **Schedule**

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,785 GSA

## **Credits**

12 CPU /12 PDU\_L/14 CPE

1.2 CEU/12 PDU

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