American Management Association's
Developing Your Analytical Skills:
How to Research and Present Information

Learning Objectives

• Apply Techniques to Information to Help Determine What Is Relevant
• Put Information into a Form that Can Be Analyzed
• Analyze Information in Order to Identify the “Best” Opportunity and Explain Your Reasoning
• Recognize Patterns and Discern What They Can Mean for Your Business
• Identify a Framework as the Basis for Creating Presentations That Use Information You’ve Derived from Your Analysis

Analytical Skills for the Business Professional

• Identify Core Analytical Skills Commonly Used by Business Professionals
• Describe Some of the Challenges Business Professionals Face in Collecting, Evaluating, and Presenting Information and Recommendations
• Identify the Basic Steps in the Analysis Process

The Planning Phase

• Identify the Purpose of the Analysis
• Use a Tool for Clarifying Questions
• Decide on an Approach for an Analysis
• Discuss the Importance of Considering the Needs of Your Audience When Developing the Plan
• Create a Data Collection Plan

The Analysis Phase

• Use an Outline to Organize Data for Analysis
• Aggregate Unstructured Data into Segments Based on Common Characteristics That Define Them
• Organize Data Via Graphic Tools
• Assess the Potential Risk Associated with an Analysis
• Use an Outline to Evaluate Date and Deal with Information Gaps
The Conclude Phase

- Describe the Characteristics of Valid Conclusions
- Explain How to Get from Conclusions to Recommendations
- Develop Recommendations That Can Be Used in a Presentation

Telling Your Story

- Discuss Tools, Tips, and Techniques for Presenting Your Findings/Telling Your Story to Multiple Audiences
- Create and Deliver a Brief Presentation Highlighting Your Conclusions and Recommendations