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

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.

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

LESSON 1

Identify Analytical Skills for the Business Professional

- Commonly used core analytical skills
- Analytics for problem solving and decision making
- Challenges in collecting data and presenting information
- The analytical process

LESSON 2

Plan Your Analytical Approach to a Business Problem

- Using tools to clarify questions
- Deciding on an approach to analyzing a problem
Creating a data collection plan
Applying common tool to your work situation

LESSON 3
Using Analytic Techniques for Problem Solving and Decision Making

- Analyzing the situation
- Selecting the “best” tools for your specific problem
- Collecting, organizing and evaluating data
- Assessing gaps in information

LESSON 4
Pull it all Together: Apply Analytic Tools and Techniques for Business Solutions

- Drawing initial conclusions from the data you’ve collected
- Fine tuning the information into a story
- Determine how to tell your story
- Reporting and 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.

Schedule

- [4] days - $2,095 Non Members
- [4] days - $1,895 AMA Members
- [4] days - $1,795 GSA

Credits

Credits
12 CPU /12 PDU/6 PDU_T
6 PDU_L/14 CPE/1.2 CEU