Strategic Enterprise Analysis: Driving Business Success

22 – 26 November 2026
Tunis (Tunisia)



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Why This Course

In a rapidly changing business environment, the ability to analyze, anticipate, and act on strategic opportunities is critical for organizational success. Business analysts and strategists must not only understand market dynamics but also align organizational capabilities to maximize impact and create lasting value.

This comprehensive 1-week program equips participants with advanced skills in strategic enterprise analysis, combining proven frameworks with practical applications. Through hands-on exercises, case studies, and data-driven insights, participants will gain the tools to make informed decisions, guide organizational strategy, and drive sustainable business growth.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a strategic mindset for identifying and evaluating business opportunities.
- Master enterprise analysis frameworks, including PESTLE, SWOT, and Porter's Five Forces.
- Align organizational capabilities and resources with market demands.
- Apply data-driven decision-making techniques to support strategic initiatives.
- Improve stakeholder engagement and communicate strategy effectively.
- Translate strategic insights into actionable plans that deliver measurable results.

The Program Flow

Day 1: Foundations of Strategic Enterprise Analysis

- Introduction to strategic thinking and analysis.
- Understanding the role of enterprise analysis in organizational success.
- Key frameworks for strategic assessment PESTLE, SWOT, Porter's Five Forces.
- Aligning business strategy with operational capabilities.

Day 2: Market Analysis and Competitive Positioning

- Conducting comprehensive market research and trend analysis.
- Identifying and leveraging competitive advantages.
- Developing compelling customer value propositions.
- Designing positioning strategies for market success.



Day 3: Organizational Capabilities and Resource Allocation

- Assessing core competencies and organizational strengths.
- Optimizing resource allocation to support strategic priorities.
- Performing gap analysis and planning capability development.
- Leveraging technology and innovation for competitive advantage.

Day 4: Strategic Decision-Making and Risk Management

- Using data-driven insights for strategic decision-making.
- Scenario planning and applying strategic foresight.
- Identifying, assessing, and mitigating risks.
- Balancing short-term performance with long-term value creation.

Day 5: Implementing and Communicating Strategic Initiatives

- Developing actionable implementation roadmaps.
- Leading change and engaging stakeholders effectively.
- Communicating strategic initiatives with clarity and impact.
- Measuring, monitoring, and reporting strategic performance.

Individual Impact

- Strengthen your ability to think and act strategically within your organization.
- Improve decision-making through structured analysis and data interpretation.
- Gain confidence in guiding strategic initiatives and resource allocation.
- Acquire practical tools and frameworks for immediate workplace application.

Work Impact

- Conduct more thorough and actionable strategic analyses.
- Align business strategy with operational capabilities and market realities.
- Enhance stakeholder engagement and communication around strategic priorities.
- Drive measurable improvements in organizational performance and competitiveness.

Training Methodology

The program combines theory with hands-on application to ensure participants can immediately apply what they learn. Methods include:

- Real-world case studies and market analysis exercises.
- Group workshops to practice frameworks and strategic tools.
- Data analysis exercises to support decision-making.
- Guided reflection and peer discussion to reinforce learning.
- Templates, toolkits, and roadmaps for implementing strategy in practice.



Beyond the Course

Participants will leave ready to:

- Conduct comprehensive enterprise analyses to support organizational strategy.
- Make data-driven decisions that drive measurable business outcomes.
- Communicate and implement strategic initiatives effectively across teams.
- Position themselves as strategic leaders capable of guiding organizational growth.

