AI-Powered Business Analysis

Duration: 2 Days
Audience: Analyste d'affaires

Who is this training for?

- Business analysts and functional analysts seeking to refresh and enhance their business analysis expertise.
- Professionals interested in transitioning into a business analyst role.
- Individuals involved in digital transformation initiatives who want to apply modern business analysis practices and leverage AI-powered conversational agents to improve outcomes.

Training objectives

Participants will be able to:

- Understand the role of the business analyst in the context of digital transformation, agility, and artificial intelligence;
- Apply tools, techniques, concepts, and best practices that support effective business analysis while adapting them to their organizational reality;
- Use conversational AI agents to accelerate the digital solution design process;
- Build a practical starter toolkit that enables immediate application of the techniques and concepts presented during the course.

Summary

In a context where organizations must deliver high-value digital solutions faster than ever, the role of the business analyst has never been more strategic. More than simply serving as an intermediary, the business analyst becomes a true transformation catalyst, bridging business vision and execution.

This immersive two-day workshop will enable participants to master industry best practices in

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business analysis (including BABOK and BIZBOK), from requirements elicitation through solution evaluation, while incorporating the practical use of conversational AI agents. Participants will develop a structured, modern, and results-oriented approach that is essential to ensuring that every initiative generates tangible business value.

Whether you are a business analyst, business architect, or actively involved in transformation projects, you will leave with a practical toolkit that will help you deliver more relevant analyses, influence decision-making, and actively contribute to the creation of sustainable value within your organization.

Course outline

Day 1 – Morning

Chapter 1 – Introduction to Business Analysis

- Core business analysis concepts
- Challenges faced by business analysts
- The business analysis process based on industry best practices
- Group discussions and knowledge sharing

Chapter 2 – Planning Business Analysis Activities

- Planning the approach, stakeholder engagement, governance, and information management
- Stakeholder engagement strategies
- Roles and responsibilities
- Professional tips and best practices
- Tools, techniques, discussions, and group activities

Day 1 – Afternoon

Chapter 3 – Business Requirements Elicitation

- Defining business needs
- Preparing for requirements elicitation

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- Conducting elicitation activities
- Leveraging conversational AI agents
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 4 – Analysis and Modeling Techniques

- Strategic analysis and intent assessment
- Evaluating business needs
- Root cause analysis
- Identifying strengths, weaknesses, opportunities, and threats (SWOT)
- Identifying issues and risks
- AI-assisted versus manual analysis: benefits, limitations, and common pitfalls
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Day 2 – Morning

Chapter 5 – The Analysis Cycle Through Solution Definition

- Defining SMART business objectives
- Elaborating business requirements
- Elaborating non-functional requirements
- Defining the target-state vision
- Identifying solution options
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Day 2 – Afternoon

Chapter 6 – Business Requirements Lifecycle Management

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- Managing business requirements as a corporate asset
- Maintaining and updating business requirements
- Requirements traceability
- Change impact analysis
- Business requirements baselines
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 7 – Solution Evaluation

- Measuring and analyzing solution performance
- Assessing solution and organizational limitations
- Identifying opportunities for solution improvement
- Evaluating the value delivered by the solution
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 8 – Review of Key Learnings

- Additional tools and techniques
- Group discussions and knowledge sharing
- Course conclusion

Approach and methodology

The course combines practical explanations, hands-on exercises based on a real-world case study, and group discussions.

Prerequisites

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Participants should have a general understanding of business analysis concepts.

Recommendations

To maximize the benefits of this course, participants are encouraged to have:

- Strong analytical and problem-solving skills;
- Familiarity with business and technology processes, including ERP and CRM systems;
- A basic understanding of data, metrics, and key performance indicators (KPIs).

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