



# مستقبل الأعمال: دورة تدريبية في تحليل الأعمال الرقمي



**AGILE LEADERS**  
Training Center

17 - 21 Aug 2026  
باريس



## مستقبل الأعمال: دورة تدريبية في تحليل الأعمال الرقمي

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### Course Overview

In today's fast-paced digital economy, mastering digital business analysis is essential for organizations striving for innovation and competitive advantage. This course bridges the gap between traditional business analysis and the demands of the digital era. By integrating digital transformation planning with advanced business analysis techniques, participants will explore innovative frameworks like business process optimization, SWOT analysis for digital businesses, and digital capability mapping. This immersive training highlights the critical role of data-driven decision-making, agile business analysis, and strategic business monitoring, empowering professionals to navigate complex business environments. From stakeholder collaboration techniques to technology-driven business solutions, this course equips participants with the skills to lead their organizations into the future.

### Target Audience

- Business analysts
- IT professionals transitioning to digital roles
- Project managers focusing on digital transformation planning
- Organizational strategists and decision-makers
- Team leaders enhancing stakeholder engagement strategies

### Targeted Organizational Departments

- IT and digital transformation teams
- Strategic planning and business development departments
- Operations management
- Marketing and customer relations teams
- Human resources focusing on change management strategies

### Targeted Industries

- Information technology
- Financial services and banking
- Healthcare and pharmaceuticals
- Retail and e-commerce
- Government and public sector

## Course Offerings

By the end of the course, participants will:

- Apply digital strategy analysis to real-world scenarios.
- Optimize processes using business process management tools.
- Develop actionable digital transformation planning strategies.
- Master risk analysis and management techniques.
- Implement effective agile vs. waterfall methodologies.
- Design and evaluate solutions using requirement elicitation best practices.

## Training Methodology

This course employs interactive and dynamic methods, blending case studies with group discussions to foster the practical application of concepts like business analysis in the digital era. Participants will use role-playing for stakeholder engagement strategies and solve real-world problems through SWOT analysis for digital businesses. Feedback and reflection sessions will ensure participants master strategic business monitoring and adopt a continuous learning in business analysis mindset.

## Course Toolbox

- Detailed workbooks on digital capability mapping
- Templates for SWOT analysis for digital businesses
- Pre-designed business model canvas techniques
- A curated library of case studies on innovation in digital businesses

## Course Agenda

### Day 1: Foundations of Digital Business Analysis

- Introduction to Digital Business Analysis Topic 1:
- Evolution of Business Analysis in the Digital Era Topic 2:
- Business Analysis Core Concept Model BACCM Topic 3:
- Digital Transformation and Business Strategy Alignment Topic 4:
- Key Competencies for Business Analysts Topic 5:
- Overview of Business Analysis Process Topic 6:
- Reflect on how traditional business analysis integrates into the digital era. Reflection & Review:



## Day 2: Strategic Context and Planning

- External Business Context: PEST and Porter's Five Forces Analysis Topic 1: •
- Internal Business Context: Organizational Strategy and Culture Topic 2: •
- SWOT Analysis for Digital Businesses Topic 3: •
- Business Model Canvas Techniques for Digitalization Topic 4: •
- Strategic Portfolio Management for Digital Projects Topic 5: •
- Planning Business Analysis Governance Topic 6: •
- Review strategic planning techniques and their application in real-world scenarios. Reflection & Review: •

## Day 3: Methods and Techniques for Collaboration

- Stakeholder Identification and Engagement Strategies Topic 1: •
- Elicitation Techniques: Workshops, Interviews, and Document Analysis Topic 2: •
- Agile vs. Waterfall Methodologies in Business Analysis Topic 3: •
- Digital Collaboration methods for Business Analysts Topic 4: •
- Managing Changes and Prioritization Topic 5: •
- Developing a Communication Plan for Business Analysis Projects Topic 6: •
- Discuss challenges and best practices in stakeholder collaboration. Reflection & Review: •

## Day 4: Digital Process Design and Evaluation

- Business Process Optimization: Techniques and Applications Topic 1: •
- Designing Digital Solutions Using BPMN Business Process Model and Notation Topic 2: •
- Risk Analysis and Management in Digital Business Topic 3: •
- Defining Key Performance Indicators KPIs for Digital Projects Topic 4: •
- Solution Evaluation Methods for Digital Transformation Topic 5: •
- Assessing Feasibility and Total Cost of Ownership TCO Topic 6: •
- Evaluate digital processes and solutions through interactive case studies. Reflection & Review: •

## Day 5: Future-Oriented Analysis and Innovation

- Future State Analysis and Roadmaps for Digital Transformation Topic 1: •
- Leveraging Data-Driven Decision-Making in Business Analysis Topic 2: •
- Technology-Driven Business Solutions for Innovation Topic 3: •
- Change Management Strategies for Digital Projects Topic 4: •
- Continuous Learning and Adaptation in Business Analysis Topic 5: •
- Building Digital Capability Maps for Competitive Advantage Topic 6: •
- Discuss the course's impact on participants' roles and strategies for continuous growth. Reflection & Review: •

## How This Course is Different

The course stands out by providing an integrative approach that connects advanced business analysis techniques with the demands of digitalization in business. Unlike traditional courses, this program combines strategic business -monitoring with hands-on exercises in business model canvas techniques and digital capability mapping. Real world case studies and simulations ensure participants gain practical expertise. This course emphasizes not only theory but also actionable skills in data-driven decision-making and agile business analysis, making it a unique, future-focused training experience.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السيبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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