



Soft Skills

Enabling Better, Faster, Agile Business Analysis

2 DAYS | 14 ENGAGEMENT HOURS | TEAM TRAINING AVAILABLE | ANYTIME ELEARNING AVAILABLE | 1.4 CEUs / 14 IIBA PDUs OR CDUs

Course Overview

Soft skills, sometimes referred to as professional skills, are the essential enablers of business analysis, independent of technical or industry-specific skills and knowledge. Stakeholders at every level of the organization rely on thorough, objective analysis and strong communication to support sound business and IT decisions.

This course is built on years of proven best practices drawn from thousands of business analysis interactions across industries and subject matter domains. It provides business and IT professionals with practical methods for elicitation, critical thinking, decision-making, business case development, and communication across the enterprise.

Soft Skills for Business and I.T. Professionals helps teams make better, faster decisions with greater agility while balancing time, budget, talent, risk, and competing priorities. The result is stronger stakeholder engagement, clearer business cases, and more effective analysis across real-world change initiatives.

Business Impact

Organizations miss opportunities and make slower, weaker decisions when elicitation, critical thinking, communication, and business case skills are underdeveloped. Soft skills are often the difference between analysis that informs action and analysis that stalls progress.

By strengthening these methods, individuals and teams improve decision quality, engage stakeholders more effectively, surface better ideas, and communicate change with greater credibility. Those capabilities create a stronger foundation for faster business and IT decisions across the enterprise.

You will learn

Professional capabilities you and your team can apply immediately:

- Clearly define business problems
- Proven techniques for discovering and mining deep business knowledge
- Facilitation and elicitation techniques that enable you to fully engage subject matter experts
- Critical thinking skills to clearly define and rapidly resolve business questions
- Develop and clearly communicate effective business cases
- Navigate the political and cultural roadblocks that impede high-quality analysis
- Respond rather than react to problems
- Proven techniques for generating and evaluating ideas
- ... and much more

Detailed Course Outline

A practical framework for stronger business analysis, better stakeholder engagement, and more effective business decisions

Course Overview

Introduction and Foundation

- Business analysis from an enterprise 360° perspective
- Defining customer and business value
- Business change drivers
- Agile business analysis
- What is a business case?

Framework for Business Analysis

- Business functions, processes and work activities
- Business requirements vs. business systems requirements
- Stakeholder and SME analysis
- Business value drivers and constraints
- The 5 essential business analysis questions

Analyzing Business Problems & Opportunities

- Analysis from an agile perspective
- Goals vs. strategies vs. tactics
- Measurement, metrics and indicators
- Gap and Root Cause Analysis
- Scenario Analysis | Risk Analysis | Cost Analysis

Developing Business Cases

- Business case format and components
- Anchoring business cases with user stories
- Iterative evolution of business cases
- Validating and refining business cases
- Grooming the case backlog
- Presenting business cases

Eliciting Business Knowledge

- Deep versus superficial analysis
- Sources of business knowledge
- Essential facilitation skills

Essential Professional Skills

- Managing difficult personalities and situations
- Teams and team building
- Communication skills
- Active Listening skills

Case Study | Developing a Business Case

Participants analyze a business problem, identify alternative solutions, and develop a business case in connection with a real-world business process decision that impacts people, systems, and workflows. This case study provides an invaluable template that participants can leverage in their organization.

Practical Guidance

- Establishing and maintaining credibility
- Trending topics
- Take-home templates
- Getting started

Who Should Attend

- Business analysts
- Business systems analysts
- Business subject matter experts
- Project managers
- Data modelers & data analysts
- IT and business professionals
- Anyone involved in elicitation, critical thinking, problem solving, decision making, business cases, communicating business requirements and business decisions, or leading change

Course Includes

- Digital badge and personalized certificate of completion
- Continuing Education Units (CEUs)
- IIBA Professional Development Units (PDUs)
- Electronic comprehensive course manual
- Supplemental course materials
- Available through Team Training and self-paced Anytime eLearning

Prerequisites and Curriculum Alignment

None. Soft Skills for Business and I.T. Professionals provides a comprehensive approach to elicitation, critical thinking, decision making, business cases, and communication regardless of background or experience.

- Complements Business Systems Analysis, Agile Business Analysis, Business Process Modeling, Business Process Management, Logical Data Modeling, Advanced Data Modeling, and Change Management
- Builds the professional capabilities that support stronger requirements work, clearer decisions, and better stakeholder engagement across Inteq's business analysis curriculum