

**American Management Association's
Developing Your Analytical Skills:
How to Research and Present Information**

Learning Objectives

- Apply Techniques to Information to Determine What Is Relevant
- Put Information into a Form That Can Be Analyzed
- Analyze Information in Order to Identify the “Best” Opportunity for Your Business, and Explain Your Reasoning
- Recognize Patterns and Discern What They Can Mean for Your Business
- Identify a Framework for Creating Presentations That Uses Information You’ve Derived from Your Analysis

LESSON ONE

Analytical Skills for the Business Professional

- Identify Core Analytical Skills Commonly Used By Business Professionals
- Describe Some of the Challenges Business Professionals Face in Collecting, Evaluating, and Presenting Information and Recommendations
- Identify the Basic Steps of the PAC Model Analysis Process

The Planning Phase

- Identify the Purpose of the Analysis
- Use a Tool for Clarifying Questions
- Decide on an Approach for an Analysis
- Discuss the Importance of Considering the Needs of Your Requester and Audience When Developing the Plan
- Create a Data Collection Plan

LESSON TWO

The Planning Phase (cont’d)

- Identify the Purpose of the Analysis
- Use a Tool for Clarifying Questions
- Decide on an Approach for an Analysis
- Discuss the Importance of Considering the Needs of Your Requester and Audience When Developing the Plan
- Create a Data Collection Plan

The Analyze Phase

- Use and Outline to Organize Data for Analysis
- Aggregate Unstructured Data into Segments
- Organize Data via Graphic Tools
- Assess the Potential Risk Associated with an Analysis
- Explain the Significance of a Cost-Benefit Analysis
- Develop a Decision Matrix
- Use an Outline to Evaluate Data and Deal with Information Gaps

LESSON THREE

The Analyze Phase (cont'd)

- Use and Outline to Organize Data for Analysis
- Aggregate Unstructured Data into Segments
- Organize Data via Graphic Tools
- Assess the Potential Risk Associated with an Analysis
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LESSON FOUR

The Conclude Phase

- Describe How to Develop Valid Conclusions
- Explain How to Get from Conclusions to Recommendations
- Develop Recommendations That Can Be Used in a Presentation

Telling Your Story

- Discuss Tools, Tips, and Techniques for Presenting Your Findings/Telling Your Story to Multiple Audiences
- Deliver a Brief Presentation Highlighting Your Conclusions and Recommendations