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COURSE BROCHURE

Strategic Business Intelligence Training Course

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Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Strategic Business Intelligence Training Course

Ref: 3038_115270 **Date:** 22 – 26 November 2027 **Location:** Amsterdam **Fees:** 6200 GBP

Strategic Business Intelligence is a 1-week training course for managers, strategy officers and planning staff who connect reporting to the choices a leadership team must make, and who leave with a strategic intelligence roadmap. Organisations hold more performance evidence than ever, yet leaders still decide on instinct when insight arrives late or answers the wrong question. Jupiter Prime Training runs this Strategic Business Intelligence course to close that gap between evidence and direction.

Why Strategic Business Intelligence Matters Now

Three forces shape the subject today. Boards expect strategy to be tracked with evidence rather than annual narrative. Self-service reporting has multiplied dashboards faster than anyone can agree what they mean, leaving executives with conflicting figures. Competitors read market signals sooner and adjust earlier. An organisation that links its intelligence effort to a short list of strategic questions spends less on unread reports and acts sooner on shifts that matter; one that does not keeps funding activity without direction. The course rests on a decision-led approach: questions first, measures second, sources third.

Who Gains Most from Strategic Business Intelligence

- Strategy and planning officers who turn corporate objectives into measurable intent
- Department managers who justify priorities with evidence at quarterly reviews
- Performance and reporting leads who own scorecards and briefing packs
- Business partners in finance or operations who frame questions for senior sponsors
- Transformation and portfolio coordinators who link initiatives to strategic goals

A planning office that sends its strategy officer, reporting lead and business partners together gains most, because the roadmap needs agreement from each seat.

Strategic Business Intelligence Capabilities

Participants move from producing reports on request to shaping which evidence leaders ask for.

- Frame strategic questions that a leadership team can answer with evidence — executive committee
- Select leading and lagging measures that reveal progress on intent — strategy sponsors
- Design an intelligence operating model with clear roles and service levels — head of planning
- Weigh internal, market and competitor signals when testing strategic options — portfolio board
- Communicate insight briefs that state a finding, its confidence and the choice it informs — senior leaders
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Build a strategic intelligence roadmap that sequences capability, sources and decisions — function heads

Key Strategic Business Intelligence Terms

- Strategic question — a decision-shaped query tied to an objective, stating what leaders must choose.
- Leading measure — an early indicator that moves before an outcome, giving leaders time to adjust course.
- Intelligence operating model — the roles, routines and service levels through which insight reaches decision makers.
- Insight brief — a short note stating a finding, its evidence, its confidence level and the decision it supports.
- Signal scanning — routine monitoring of market and competitor shifts that may affect strategic assumptions.
- Decision rights — the agreed allocation of who may act on a given insight and at what threshold.

Strategic Business Intelligence Day by Day

Day 1: Strategy as a Set of Questions

- Objective Decomposition Trees — Which Choices Each Goal Truly Demands
- Strategic Question Charters — Scope, Owner and Decision Deadline
- Stakeholder Evidence Expectations — What Each Executive Needs Before Acting
- Intelligence Maturity Diagnostics — Current Gaps Between Reports and Direction
- Assumption Registers — Beliefs That Strategy Depends On and Must Test

Day 2: Measures That Track Intent

- Leading and Lagging Measure Pairs — Early Warning on Strategic Progress
- Measure Definition Sheets — Formula, Source, Owner and Refresh Cycle
- Target and Threshold Setting — When a Variance Triggers Leadership Attention
- Scorecard Rationalisation — Retiring Measures No Decision Relies On
- Strategy Map Linkages — Cause and Effect Between Objectives

Day 3: External Signals and Option Testing

- Market and Competitor Signal Scans — Shifts That Challenge Current Assumptions
- Scenario Matrices — Testing Options Against Plausible Futures
- Evidence Triangulation — Reconciling Internal Figures With Outside Sources
- Confidence Grading — How Much Weight a Finding Can Bear
- Option Appraisal Grids — Comparing Strategic Moves on Shared Criteria

Day 4: The Intelligence Operating Model

- Insight Service Catalogues — Which Requests the Unit Accepts and Declines
- Roles and Decision Rights Charts — Who Produces, Validates and Acts
- Briefing Cadence Design — Matching Insight Rhythm to Leadership Calendars
- Insight Brief Templates — Finding, Evidence, Confidence and Recommended Choice
- Source Stewardship Agreements — Quality Duties for Each Feeding Unit

Day 5: Practising the Strategic Intelligence Roadmap

- Question Charter Refinement — Applying Day One Charters to a Live Objective
- Measure Set Assembly — Applying Measure Pairs to the Chosen Questions
- Operating Model Sizing — Applying Service Catalogue Choices to Real Capacity
- Peer Challenge Panels — Stress Testing Draft Plans Before Sponsors See Them
- Strategic Intelligence Roadmap — Sequenced Capability, Sources and Decision Milestones

Applying Strategic Business Intelligence After the Course

- Lead a session with an executive sponsor to convert one objective into three strategic question charters.
- Run a scorecard rationalisation review that retires measures no decision uses and pairs each remaining outcome with a leading measure.

Strategic Business Intelligence Questions FAQ

What is Strategic Business Intelligence and why does it matter now?

Strategic Business Intelligence is the discipline of directing evidence towards the few questions that shape an organisation's direction. It matters now because leaders face more figures than ever yet need clearer grounds for choices.

Which roles gain most from Strategic Business Intelligence training?

Strategy officers, planning staff, department managers and reporting leads gain most. In a utilities group or a retail chain, these roles decide which measures reach the executive committee and how quickly insight turns into action.

How does Strategic Business Intelligence differ from a dashboard development course?

Strategic Business Intelligence starts from leadership decisions rather than report building. A dashboard course teaches layout and construction; this course teaches how to choose questions, measures and routines that strategy needs.

What do you bring back from Strategic Business Intelligence training?

You bring back a draft roadmap for your own unit, plus question charters, paired measures and an insight brief template. Each can be refined through real briefing cycles.

Strategic Business Intelligence: The Way Forward

The strategic intelligence roadmap sets out which questions come first, which measures and sources answer them, and which capability the unit builds in what order. Its first use is to agree the next quarter's briefing priorities with the executive sponsor. Planning heads and reporting leads use it together, and it is worth revisiting once the first briefing cycle shows which insights changed a decision.