

Analyst Academy

A Three-day Training Program that Focuses on Essential Analysts Skills:

Analysis, Organization and Communication of Expert Knowledge

University of Lugano, Lugano - Switzerland

**Università
della
Svizzera
italiana**

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The Analyst Academy

The Analyst Academy is a three day intensive course hold in English or German intended to foster the skills that are essential to any analyst's work. The training provided by the Analyst Academy and its faculty has two main objectives:

1. To improve the analyst's knowledge of the latest analysis tools / techniques and their use.
2. To enable analysts to communicate complex issues to decision makers effectively and efficiently.

Participants

The academy is open to analysts from all fields involving the communication of complex knowledge. Specifically, the Analyst Academy is valuable for:

- financial analysts
- business analysts
- IT and system analysts
- market research and marketing analysts
- process and design analysts
- risk analysts
- tax, compliance and legal analysts
- purchasing or procurement analysts
- energy, utility and other industry analysts
- (competitive) intelligence analysts
- political, trade and policy analysts

The Analyst Corporation, a renowned leader in high quality IT & Finance analysis is looking for a: 

World-Class Senior Analyst

For this important position you need to have *high impact skills* in *analyzing* and *organizing* large amounts of complex information. In order to *communicate* your findings effectively to decision makers and the public excellent skills in preparing and delivering reports, briefings, evaluations, and presentations are a must.

Please send your application (including certificates) to Mrs. Claire Strassmann, Head of Human Resources
The Analyst Inc. strassmann@analyst-academy.org

Typical Analyst Requirements

As shown in the sample job advertisement above, the course content will focus on key activities that are relevant for any analyst's daily work. The training program is organized by the Communication Faculty of the University of Lugano. The faculty conducts training and applied research in the analyst field and in the area of knowledge communication. Lecturers include professors from various universities.

Benefits of the Program

During the Analyst Academy you will actively work on many skills which are essential to your work as an analyst. Specifically, you will improve your *analytical, knowledge work and communication skills* by looking at the following issues:

- applying tools to compress, contextualize, check, and communicate complex information
- using high-leverage analyst tools such as decision tools, knowledge maps, summarizers.
- getting and keeping decision maker's attention (and consensus)
- synthesizing your analysis and findings through abstracts and compressing your insights and expertise visually through conceptual diagrams
- developing and marketing yourself as a domain expert ('analyst signalling')
- managing your community of expert contacts
- avoiding cognitive biases that negatively affect the quality of an analysis
- increasing information quality and impact in various formats (e-mail, presentations, reports).

Additionally, the Analyst Academy gives you to the opportunity to profit from other analysts' experiences and background. All courses of the Analyst Academy will be taught – according to the preferences of the participants - in **English or German**.

Course Elements

The Analyst Academy aims to improve analyst skills by working with tools that are easily applicable in everyday practice. The following list highlights some of the course contents in the three central skill domains that are addressed in the seminar:

1. Analysis Skills:

- Research and Synthesis Skills (e.g., search and summary agents, Minto Pyramid technique)
- Transparent Reasoning Skills (e.g., Toulmin and Argument slide reasoning tools)
- Awareness of Cognitive Biases (e.g., Framing, Anchoring, Confirmation biases)
- Analyst Best Practices (e.g., interviewing, conceptual diagrams, analyst's notebook, templates)

2. Documentation & Knowledge Work Skills:

- Electronic and Paper Documentation, Archiving Skills (e.g., effective filing)
- Personal Knowledge Management Skills (e.g., profiling, media use)
- Information Quality Management Skills (e.g., validation and contextualization)

3. Communication Skills:

- Knowledge Compression Skills (e.g., abstracting, outlining, summarizing)
- Dialogue-Management Skills (e.g., avoiding conversation traps)
- Writing & Presentation Skills (e.g., reporting, optimal text design)
- Visualization Skills (e.g., diagrammatic reasoning and presenting)
- Understanding of Decision Maker's Parameters, Restrictions & Expectations (e.g. learning styles & priorities)

As there is a limit of 36 participants, we urge interested analysts to register early (by fax using the registration form or by e-mail), but no later than June 1st of 2003.

Time & Location

The next meeting of the Analyst Academy has not been fixed yet. If you are interested at the Analyst Academy, we can also organize it in-house your organization.

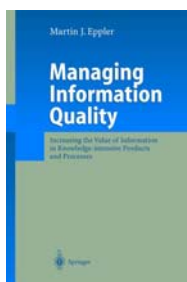
Costs

The costs per participant are **2'300 CHF** (1570 €) and include all materials distributed during the three days plus lunches. Not included are travel expenses and accommodation. Company rebates start at four participants and amount to 300 Franks per participant. Refunds cannot be given in case of cancellations, but substitute participants may attend.

Certificate

At the end of the three day academy, each participant receives an official „**Analyst Communication Excellence Certificate**” from the University of Lugano, certifying course attendance.

Course Book & Analyst Academy Alumni Support



As a textbook for the Analyst Academy, we will use *Managing Information Quality: Increasing the Value of Information in knowledge-intensive Products and Processes* (New York: Springer, 2003). The book contains several case studies that will be used in in-class work, as well as tool overviews for analyst communication. Additionally, students will receive hand-outs of all slides and exercises (including electronic versions of the hand-out material). In the future, an alumni portal will be provided for participants at www.analyst-academy.org.

Analyst Academy

	Day 1	Day 2	Day 3
Main Topics	<i>Analyst Skills & Challenges; Analysis Techniques</i>	<i>Documentation, Knowledge Management, Increasing Information Quality & Impact</i>	<i>Professional Knowledge Communication (Reporting, Briefing, Presentations)</i>
08:30 – 10:00	<i>Overview of Main Challenges & Analyst Approaches (incl. interactive experience jostle)</i>	Documentation & Personal Knowledge Management	Communicating Visually & Compressing Knowledge (incl. Exercise)
10:30 – 12:00	Managing the Analysis Process : Frequent Problems, their Root Causes and Overview of Solutions	Key Concepts of Information Quality Management	Interacting with Decision Makers: Leading High-Impact Dialogues
12:00 – 13:30	LUNCH	LUNCH	LUNCH
13:30 – 15:00	Understanding Decision Makers and Their Information Needs	Case Study & Exercises	Exercises & Presentations
15:30 – 17:00	ArguMentor: Improving Argumentation Skills & Avoiding Fallacies	Exercises & Presentations	Final Discussion Round, Interactive Summary / Self-Test
Evening	GUEST LECTURE	GUEST LECTURE	

Analyst Academy Registration Form

PLEASE SEND BY FAX TO: +41- 91 - 912 46 47

Family Name	<input type="text"/>
First Name	<input type="text"/>
Function	<input type="text"/>
Name of Organization	<input type="text"/>
Billing Address	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

[] I would like the Analyst Academy to take place in house in my organization.

Signature: _____

Contact and Further Information

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