

# Analytical Thinking and Evidence Based Decision Making

📅 November 25<sup>th</sup>-27<sup>th</sup>, 2024 | 🕒 9:00 AM -3:00 PM

## Course Summary

Effective analytical skills are indispensable for professionals who strive to guide their organizations toward well-informed business decisions rooted in robust evidence. While the complexity of problems may vary, a structured approach can be applied to nearly all situations, bolstering the prospects of long-term organizational success. In this course, participants will learn about various analytical thinking techniques that can mitigate the influence of cognitive biases in decision-making. They will also develop the ability to evaluate different types of data to maximize the reliability of evidence.

Expected Outcome: Participants will:

- Understand analytical thinking and evidence-based decision-making principles
- Apply logical reasoning and critical thinking
- Evaluate data for relevance and reliability
- Synthesize information to understand problems comprehensively
- Develop structured presentations based on analytical evidence

**Course Methodology:** The course includes analyzing business data sets, critiquing organizational decisions, case study analysis, group discussions, and presentations.

## Objectives:

- Describe principles of analytical thinking and evidence-based decision-making
- Apply logical reasoning and critical thinking to business problems
- Evaluate the relevance and reliability of different types of data
- Synthesize information for comprehensive problem understanding
- Develop logical presentations based on analytical evidence

## Course Outline:

### Introduction to Analytical Thinking

- Understanding thinking and reasoning
- Confirmation bias
- Analytical vs. intuitive thinking
- Creativity in analytical thinking



### Critical Thinking and Problem-Solving

- Introduction to critical thinking
- Dividing issues into manageable sections
- Using logic trees in problem-solving
- Logical fallacies
- Critical thinking in a professional context

### Understanding and Evaluating Evidence

- Types of evidence
- Evaluating evidence
- Validity, reliability, and bias
- Statistical literacy
- Tools for evidence gathering

### Synthesizing Information and Evidence

- Techniques for synthesizing information
- Comparative and thematic analysis
- Making sense of contradictory evidence
- The role of perspective in synthesizing information

### Communicating Evidence-Based Findings

- Understanding stakeholders
- Data visualization
- Building effective arguments
- Communicating findings through storytelling
- Storytelling elements

### Profile of the Facilitator: Dr. Mohammed Nayal






Dr. Mohammed Nayal, Deputy General Manager at Meirc Training & Consulting in Riyadh, holds degrees in Systems and Control Engineering (Case Western Reserve University), Engineering Economic Systems (Stanford University), an MBA (University of California, Berkeley), and a Doctorate in Education (University of Glasgow). He is a certified business data analyst (CBDA) and certified training practitioner (CTP).

Dr. Nayal began his career in the USA, designing risk management systems for HSBC Bank America and co-founding a software company for revenue management solutions. He later joined McKinsey & Company as a consultant. In the UAE, he launched initiatives like "Dubai: The Capital of the Islamic Economy" and the "Arabic Language Charter." His expertise includes business analysis, data analytics, strategic thinking, and organizational transformation, along with strategic planning, organizational development, and creative leadership.

**Fees: 7000 SAR**

### Contact & Venue

 [exec.ed@alfaisal.edu](mailto:exec.ed@alfaisal.edu) |  011-215 8995 |  <https://ee.alfaisal.edu/>

 Alfaisal University Campus, Riyadh, (Takassusi Street)