

ANALYTICAL THINKING AND EVIDENCE BASED DECISION MAKING

“Develop clarity, logic, and confidence in decisions through structured analysis and data-driven reasoning.”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today’s competitive and fast-evolving environment, decision-making based on intuition alone is no longer sufficient. Professionals must rely on facts, evidence, and logical reasoning to make sound and impactful decisions. Analytical thinking enables individuals to assess situations objectively, while evidence-based decision-making ensures that choices are grounded in accurate data and reliable information.

The Analytical Thinking and Evidence-Based Decision Making course provides a structured approach to understanding, interpreting, and applying data for better business and operational outcomes. Participants will learn how to evaluate complex situations, identify key issues, gather relevant information, and make informed decisions that support organizational goals.

Through practical exercises, case studies, and real-life examples, this course helps professionals strengthen their analytical mindset and apply evidence-based techniques to drive performance, efficiency, and innovation in their organizations.

Objectives

By the end of this course, participants will be able to:

- Understand the core principles of analytical thinking and its role in decision-making.
- Apply evidence-based frameworks to make logical and data-driven decisions.
- Identify relevant data sources and assess their reliability.
- Use structured problem-solving techniques to address complex challenges.
- Minimize biases and improve the objectivity of decisions.
- Translate analysis into actionable strategies and measurable outcomes.
- Communicate decisions effectively using facts and insights.
- Foster a culture of evidence-based reasoning within teams and organizations.

Why Attend

This course is essential for professionals who want to make decisions that are rational, defensible, and aligned with organizational objectives. By learning analytical and evidence-based techniques, participants can move from reactive to proactive decision-making. The workshop provides hands-on experience with analytical tools, decision-making frameworks, and data interpretation methods. It empowers participants to use facts instead of assumptions, improving both personal and organizational decision quality.

Whether you are a manager, project leader, or analyst, this training will help you enhance your problem-solving skills and make confident, well-structured decisions.

Target Audience

This course is suitable for:

- Managers and Supervisors
- Business and Data Analysts
- Project Leaders and Coordinators
- Financial and Strategic Planners
- HR and Administrative Professionals
- Anyone responsible for planning, decision-making, or analysis

Individual Benefits

- Strengthen analytical and logical thinking capabilities.
- Learn how to evaluate data critically and interpret evidence accurately.
- Gain confidence in making high-impact, well-supported decisions.
- Improve problem-solving and prioritization skills.
- Enhance your ability to communicate analytical findings effectively.
- Increase professional credibility and leadership potential.

Organizational Benefits

- Improve the quality and consistency of organizational decisions.
- Encourage data-driven culture and transparency in management.
- Reduce risks caused by intuition-based or biased judgments.
- Enhance efficiency through fact-based planning and resource allocation.
- Support strategic goals with evidence-supported actions.
- Build stronger alignment between analysis, strategy, and results.

Instructional Methodology

The program uses a practical, interactive, and experience-based approach that blends theory with real-world applications.

The methodology includes:

- Instructor-led discussions and analytical exercises.
- Real-world case studies to apply evidence-based decision-making.
- Group problem-solving activities and simulations.
- Step-by-step demonstrations of analytical frameworks.
- Interactive sessions to identify and overcome cognitive biases.
- Feedback and reflection to strengthen learning outcomes.

Course Outline

Module 1: Introduction to Analytical Thinking and Decision Making

- Understanding the link between logic, reasoning, and effective decisions
- Common challenges and pitfalls in decision-making

Module 2: Principles of Evidence-Based Management

- What is evidence-based decision-making and why it matters
- Sources and types of reliable evidence

Module 3: Data Gathering and Evaluation

- Collecting relevant data and assessing credibility
- Distinguishing between facts, assumptions, and opinions

Module 4: Structured Problem-Solving Techniques

- Root Cause Analysis, 5 Whys, and Decision Trees
- Applying the MECE (Mutually Exclusive, Collectively Exhaustive) framework

Module 5: Overcoming Biases in Decision Making

- Recognizing cognitive biases and emotional influences
- Strategies to ensure objectivity and fairness in choices

Module 6: Turning Analysis into Action

- Interpreting findings to create actionable plans
- Balancing intuition with data-driven insights

Module 7: Communicating Decisions with Clarity

- Structuring analytical reports and presentations
- Using visuals and evidence to influence stakeholders

Module 8: Capstone Case Study

- Applying all learned techniques in a real-world decision-making scenario
- Presenting analysis and evidence-based recommendations

Certification

Upon successful completion, participants will be awarded a Certificate of Achievement in Analytical Thinking and Evidence-Based Decision Making. This certification acknowledges their ability to analyze complex problems, interpret data effectively, and make informed, evidence-based decisions that drive business success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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