



1840 E. VALENCIA RD.
BLDG. 8 SUITE 209
TUCSON, AZ 85706

520.445.6330
KES-U.COM



KES UNIVERSITY

Analytic Fundamentals

Analytics is the process of obtaining a realistic decision based on existing data. These decisions drive the systems, structures, and processes of organizations. Analytic Fundamentals provides the knowledge needed to perform key analysis within the organization. Using a core analysis framework as well as participation in this interactive workshop, you will improve your analytical competencies and basic Excel skills.

Analysts and business and technical professionals using operational data to drive decisions within the organization, or anyone interested in improving their analytic competencies and skills will benefit in this course. The strategic thinking and operational results using Excel basics provide immediate skills for the workplace. Experience with Excel basics is recommended.

LEARNING OBJECTIVES:

- Write a problem statement
- Create a study plan
- Identify the most effective data collection strategy
- Write interview questions and survey questions
- Develop Excel spreadsheets of data collected
- Analyze data using descriptive statistics
- Summarize data into a presentation template
- Brief the results of the analysis

Length: 3 days

CPE Credits: 24

Suggested Prerequisites: Knowledge of Microsoft Excel

Level: Basic Analysis

Advanced Preparation: None

Field of Study: Specialized Knowledge and Applications

Cost: \$749

COURSE TOPICS INCLUDE:

- Creating a Milestone Chart and Gantt Chart
- Preparing an Interview Guide and Questionnaire
- Designing spreadsheets for data entry
- Analyzing data using descriptive statistics
- Summarizing data into charts, graphs, and tables
- Providing a team briefing of the results



Analytic Boot Camp

Today's fast paced organizations require quick decisions based on accurate and reliable data. In Analytics Boot Camp, you will use Excel functions, techniques, and tools to develop spreadsheets that provide analysis for decision making. You will learn to apply functions, summarize, and analyze large amounts of data into PivotTables, and develop business information for decision making and organizational solutions.

Analysts and business and technical professionals using data to make decisions, or anyone interested in improving their knowledge of intermediate analysis and Excel features will develop new skills in this course. Experience with Excel fundamentals is recommended.

LEARNING OBJECTIVES:

- Summarize and analyze large amounts of data in Microsoft Excel 2016/Office 365
- Create meaningful spreadsheets
- Discuss the role of evidence in decision making
- Apply the PADIE technique for operationalizing analytics
- Create PivotTables and charts
- Apply the Analysis Toolpak to perform statistical analysis
- Perform analysis with Excel's powerful functions
- Write formulas in Excel
- Integrate the features of Excel into your organizational decisions

Length: 5 days

CPE Credits: 40

Suggested Prerequisites: Knowledge of Microsoft Excel

Level: Intermediate

Advanced Preparation: None

Field of Study: Statistics

Cost: \$1250

COURSE TOPICS INCLUDE:

- Statistical calculations with the Analysis Toolpak
- Summarizing and filtering data
- Using PivotTables to analyze data
- PivotTable Data Crunching
- Using critical thinking to develop formulas for business solutions
- Using Lookup and Reference functions



Budget Analysis with Microsoft Excel

In today's financial environment knowing how to justify a request, forecast requirements, and quantify expenditures is a skill every manager needs, and is looking to hire. Organizational performance is measured in dollars and cents and knowing how to build the spreadsheet that will not only explain the need, but also chart and graph to tell the story will further your career and build your future.

New and experienced Excel users, managers and analysts will benefit from the concepts, tools and techniques of Budget Analysis with Microsoft Excel.

LEARNING OBJECTIVES:

- Develop costs, forecast trends
- Build a budget using an Excel spreadsheet
- Link cells within a workbook
- Use the Data Analysis Toolpak
- Perform regression analyses
- Create charts for effective presentations
- Translate budgeting results into organization actions

Length: 3 days

CPE Credits: 24

Suggested Prerequisites: Working knowledge of Excel

Level: Intermediate

Advance Preparation: None

Field of Study: Finance

Cost: \$749

COURSE TOPICS INCLUDE:

- Key budgeting terms
- Basic budgeting principles
- Applying budgeting guidelines
- Developing business rules and assumptions
- Analyzing object class trends
- Take the guesswork out of decision making
- Cost-based budgets
- Trends in budgeting



Business Writing

Clear, concise, and well-organized writing is critical for achieving the goals of transparency, participation, and collaboration in any organization. Vague and unnecessary complexity in written communications can be confusing, time-consuming, and ineffective. The goals of effective communication should focus around assisting the reader in finding what they need, understanding what they find, and using what they find to meet their needs.

Looking to improve your professional writing skills or some tips for getting started quickly? Business Writing will guide you to turn ideas into writing.

LEARNING OBJECTIVES:

- Identify the steps to plan and organize writing tasks
- Answer the critical six questions of written communication
- Create error-free writing
- Using an Active Voice and conversational tone
- Eliminating outdated "lingo"
- Identify words that are never appropriate in business writing
- Convey professionalism
- Learn how to Proofread
- Use the Seven C's of Convincing Business Writing

Length: 2 days

CPE Credits: 16

Suggested Prerequisites: Grammar and Punctuation

Level: Basic

Advanced Preparation: None

Field of Study: Communications

Cost: \$689

COURSE TOPICS INCLUDE:

- Turn Ideas into Writing
- Clear writing
- Contemporary Writing Techniques
- Creating an Inviting Tone to Stimulate Interest
- Conveying Professionalism and Credibility
- Creating Reader-Focused Writing
- How to Influence, Persuade, and Sell



Communications: Building Organizational Relationships

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give to a co-worker when they are talking to you, or the look you give to a staff member. This workshop explores the different ways in which we communicate. On the surface, communication seems pretty simple. I talk, you listen. You send me an email, I read it. Yet communication is often listed as the number one problem in organizations.

Awareness is the first step in learning. You have an opportunity to become more aware of how you communicate and how others communicate with you. This course may clear up some questions you have had for quite awhile.

LEARNING OBJECTIVES:

- Understand what communication is
- Identify ways that communication can happen
- Identify barriers to communication and how to overcome them
- Develop your non-verbal and paraverbal communication skills
- Listen actively and effectively
- Ask good questions
- Identify and mitigate precipitating factors
- Establish common ground with others

COURSE TOPICS INCLUDE:

- Communication Skills
- Building Awareness
- Managing Conflict
- Effective Communication
- Effective Listening
- Maintaining Organizational Relationships

Length: 2 days

CPE Credits: 16

Suggested Prerequisites: None

Level: Basic

Advanced Preparation: None

Field of Study: Communications

Cost: \$689



Communications Strategies

For the better part of every day, we are communicating to and with others. Whether it's the speech you deliver in the boardroom, the level of attention you give to a co-worker when they are talking to you, or the look you give to a staff member. This workshop explores the different ways in which we communicate. On the surface, communication seems pretty simple. I talk, you listen. You send me an email, I read it. Yet communication is often listed as the number one problem in organizations.

Awareness is the first step in learning. You have an opportunity to become more aware of how you communicate and how others communicate with you. This course may clear up some questions you have had for quite awhile.

LEARNING OBJECTIVES:

- Understand what communication is
- Identify ways that communication can happen
- Identify barriers to communication and how to overcome them
- Develop your non-verbal and paraverbal communication skills
- Listen actively and effectively
- Ask good questions
- Identify and mitigate precipitating factors
- Establish common ground with others

COURSE TOPICS INCLUDE:

- Communication Skills
- Building Awareness
- Managing Conflict
- Effective Communication
- Effective Listening
- Maintaining Organizational Relationships

Length: 2 days

CPE Credits: 16

Suggested Prerequisites: None

Level: Basic

Advanced Preparation: None

Field of Study: Communications

Cost: \$689

