Decisions, Decisions, Decisions...

Your business relies on you and your team to make the best, most informed decisions. What if there was a tested system that could improve the probability that your decisions, were the right ones?

The Analytic Edge brings proven decision-making techniques straight from Washington D.C.’s elite intelligence community, directly to your board room.

Learn to make decisions like the pros

Dr. Jay Robert Grusin – Founder of the Analytic Edge (LLC)
Veteran Senior CIA’s Officer CIA certified instructor, over 7,000 hours of classroom instruction experience.
Contact: 571 – 215 – 6552 Email: theanalyticedge@gmail.com
Spies and Executives Face the Same Business Challenges. Surprised? You shouldn’t be...

You might ask, what was I doing all those years at the Agency; yes, that Agency in Langley? Turns out I was facing many of the business challenges you are facing right now...

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<th>Intelligence Community</th>
<th>Private Sector</th>
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<tbody>
<tr>
<td>Complex variables, high-stakes</td>
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<tr>
<td>High degree of uncertainty and risk</td>
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<td>Demanding customers</td>
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<td>Conflicting Information</td>
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<td>Data saturation</td>
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<td>Necessary balance between intuition and data</td>
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<td>Qualitative and Quantitative Tools</td>
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What can the private sector learn from the intelligence community? Consistent, methodical decision-making delivers more predictable results every time.
Analysis? Aren’t I already doing that?

Right now, chances are that your business does a fair amount of data analysis. But are you doing it the same way every time? How do you make sure you stay ahead of your competition in such a competitive marketplace?

The Analytic Edge brings you beyond analysis to something new — Analytic Tradecraft.

“Analytic tradecraft” is the methodology of decision making that has been used by the elite US Intelligence Community for decades. Like brick-laying or plumbing, analytic tradecraft is a skill that can be learned by anyone who has the time and the drive. This method can be applied across business areas and data sets.

Analytic tradecraft training from The Analytic Edge delivers clear and immediate Return on Investment, bringing new, tangible skills to your business’ decision-making process.

Analytic Tradecraft is a process that is deliberate, repeatable, traceable, and defensible.
Key Analytic Tradecraft Takeaways:

- Identify unique customer requirements
- Learn how the customer drives the question
- Answer the question with a clear bottom line up front
- Forecast what’s ahead: implications, risks and opportunities
- Identify and test assumptions
- Develop mitigation strategies

Images from the course: The course is experiential and will keep your team engaged. Examples from pop culture are woven together with more traditional business scenarios, making for a dynamic presentation.
Courses We Offer

New! Introductory Four-Hour Course:
Glimpse the Future: How Analytic Tradecraft Can Drive Better Business Decisions
A great warm-up for the Making Decisions two-day course, this engaging four-hour, hands-on workshop introduces participants to the analytic tools and processes used to improve decision making.

Two-Day Courses:
Make Better Decisions Faster: Applying Analytic Tradecraft to Your Industry
Teach your team how to better identify uncertainty, mitigate risk, and look for opportunities to shape what's ahead.
In this two-day workshop, not only will your team learn critical thinking and analytic skills needed to produce clear, consistent analysis, but participants will walk away with tools they can readily apply to your business strategy. Content can be customized for your business needs.

Advanced Seminar in Critical Analytic Tradecraft Skills
Two-days of instruction reinforces the analytic skills of experienced analysts and speeds integration of new staff into the work force with minimum impact on customer support.
Meets and exceeds US Intelligence Community standards.
How Can We Get Started Today?

Contact: Jay Grusin
- phone: 571-215-6552
- e-mail: theanalyticedge@gmail.com
- website: analytictradecraft.com

What About Jay
- Ret. senior CIA officer: 29+years
- Member, Senior Intelligence Service
- Analyst, managed and taught analysts
- Built, delivered key training programs
- CIA certified instructor
- Over 7,000 hours classroom experience

AND HE IS STILL AT IT EVERY DAY!