

We co-create value.

BAs act as translators and change agents.

We offer a fresh perspective, understanding, insights and problem-solving. An end-to-end, holistic viewpoint.

As BAs we are critical friends, we are the grit that gets the pearl out of the oyster.

We help organisations to understand and articulate business needs, delivering what's needed aligned to an agreed strategy. We help organisations work more efficiently and effectively.

BAs challenge and validate requests for change, defining and managing scope so business cases are achieved.

We offer support and expertise through the change lifecycle, helping you make informed decisions and deliver the best value for the business and the end customer.

BAs advocate change, improve processes and benefit the business at all levels.

We enable the development of better products and services that add value and meet the needs of the business. We enable collaboration and understanding between stakeholders, help to inform business decisions, ensure everyone with a stake in the project has a voice and provide technical developers with the information they need to develop in-scope solutions that meet the requirements. We demonstrate the benefit of the BA role through the success of the projects implemented.

BAs are inquisitive and strategic thinkers. We define the problems, understand the drivers, ask the right questions and identify the objectives, making sure nobody loses sight of those. We act as a critical friend to shape business ideas through to implementation, ensuring efficient delivery of the right solution, offering maximum business value and satisfaction to the end user or customer.