



Business Analysis
Conference Europe 2013

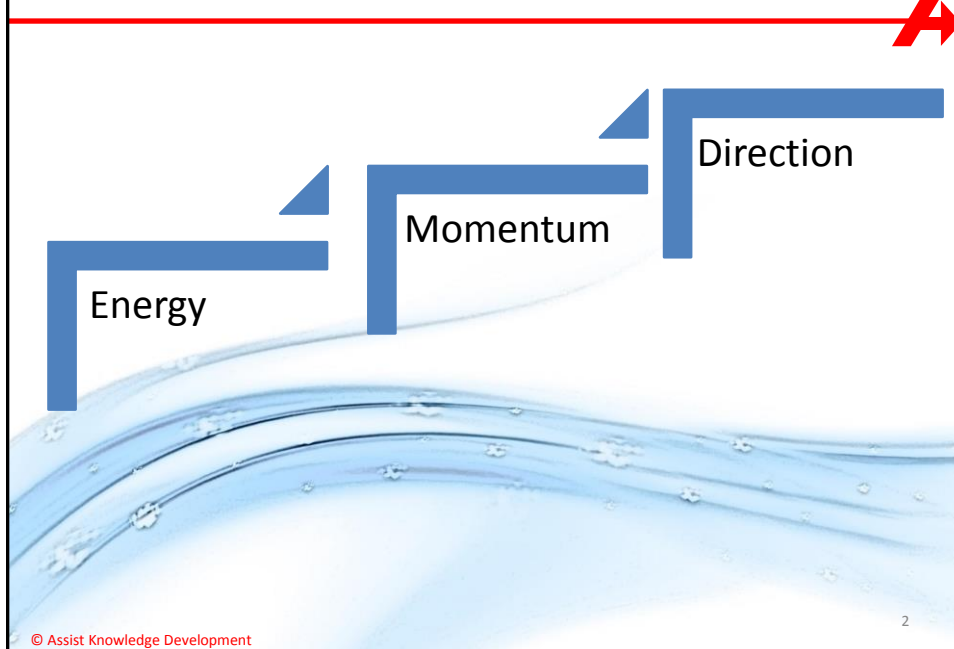
**IIBA® UK Chapter Developing the
Business Analysis Profession**

23-25 September 2013

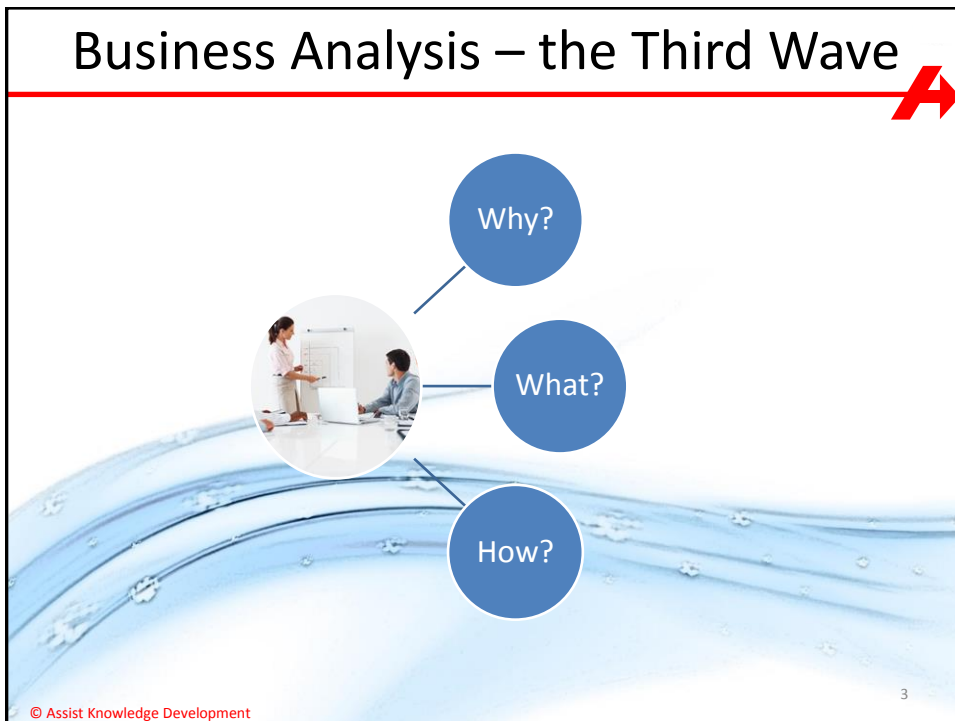
In Collaboration With:



What's in a 'wave'



Business Analysis – the Third Wave



BA figures you might find interesting.

Approximately 130,000 IT Business
Analysts currently working in the USA
CNN money

**24 countries represented at
BA Conference Europe 2013**

**BAs employed by Lloyds Banking Group in
the UK = 2925 (August 2013)**

IIBA worldwide members 26,352.

BCS BA Certificates: 75000; Diploma: 8500

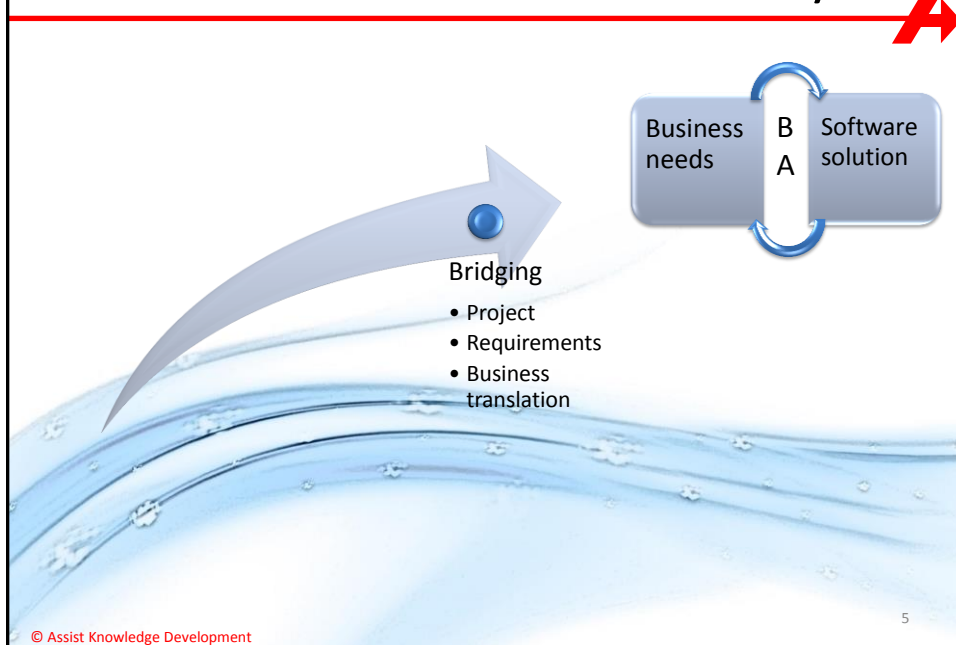
150 organisations
involved in BA
Manager Forum

**3 million+ LinkedIn profiles worldwide
with 'Business Analyst' in the job title**

BAs employed in Canada = 170,000

www.careermash.ca

The first wave of business analysis



Delivering the right outcome

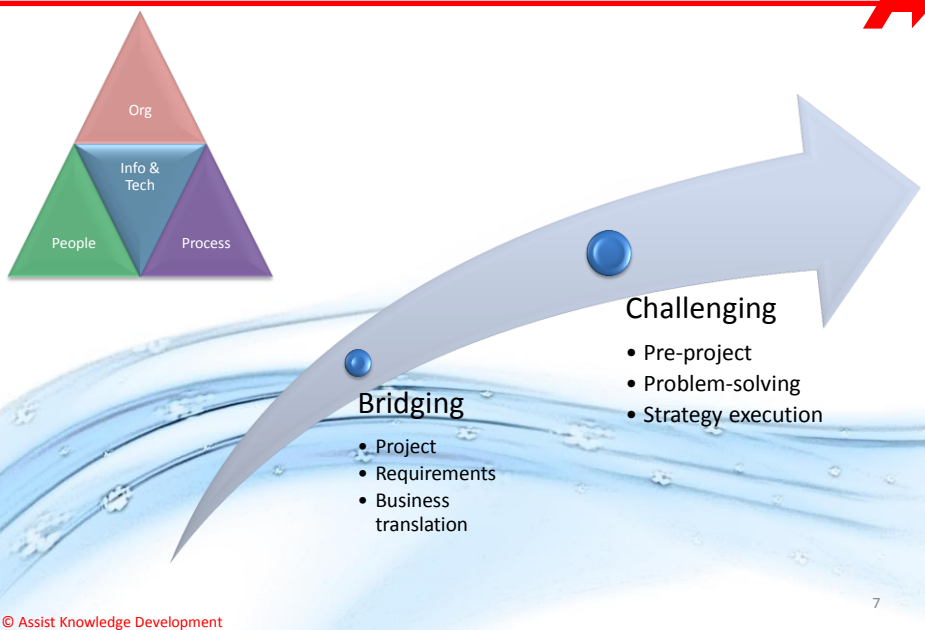
Management is doing things right;
leadership is doing the right things.

Peter Drucker

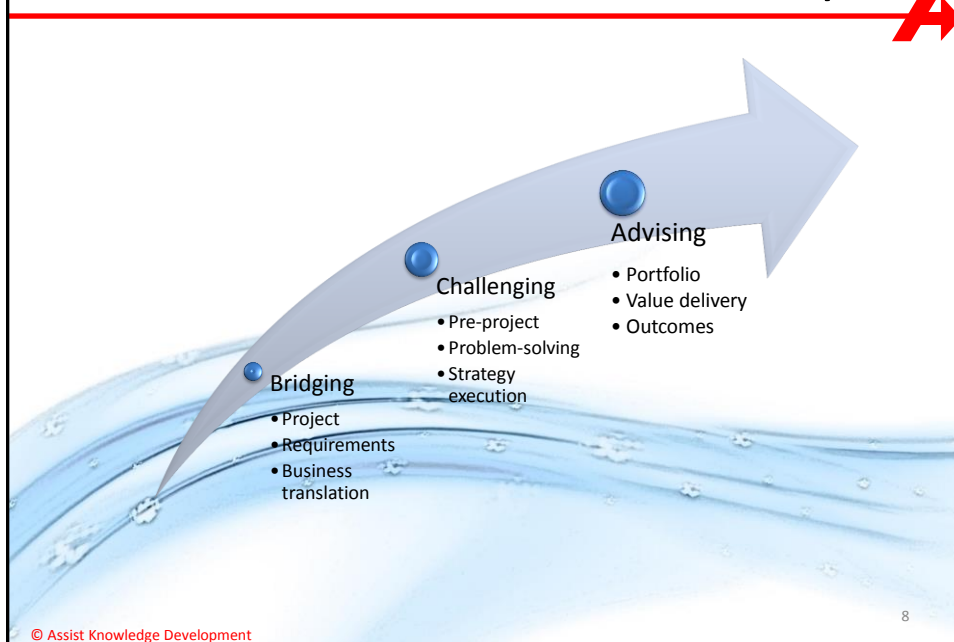
Management is efficiency in climbing
the ladder of success; leadership
determines whether the ladder is
leaning against the right wall.

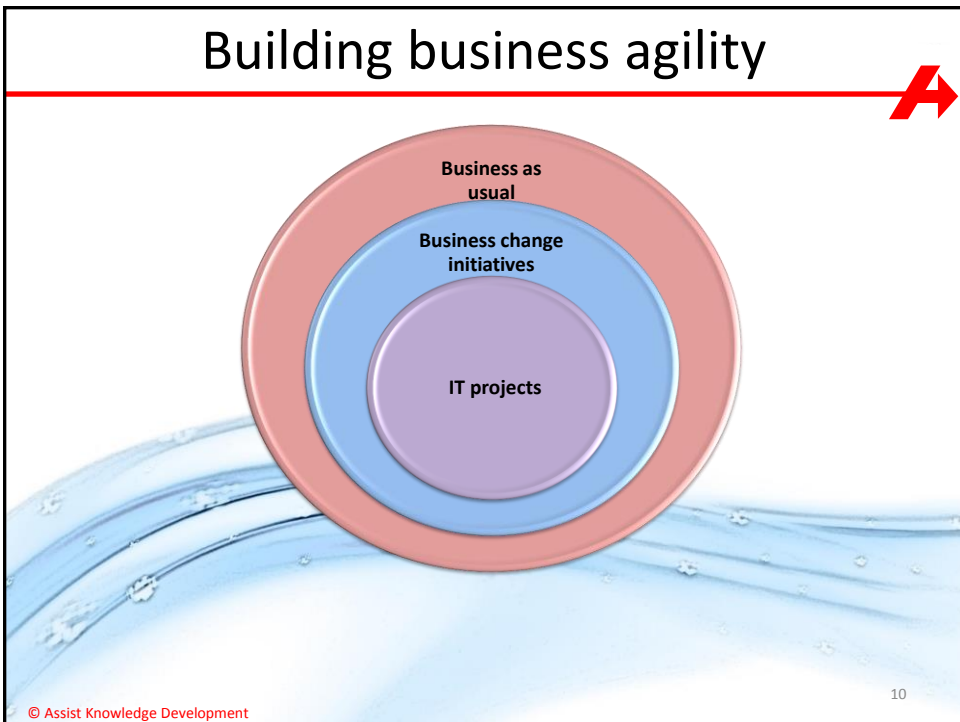
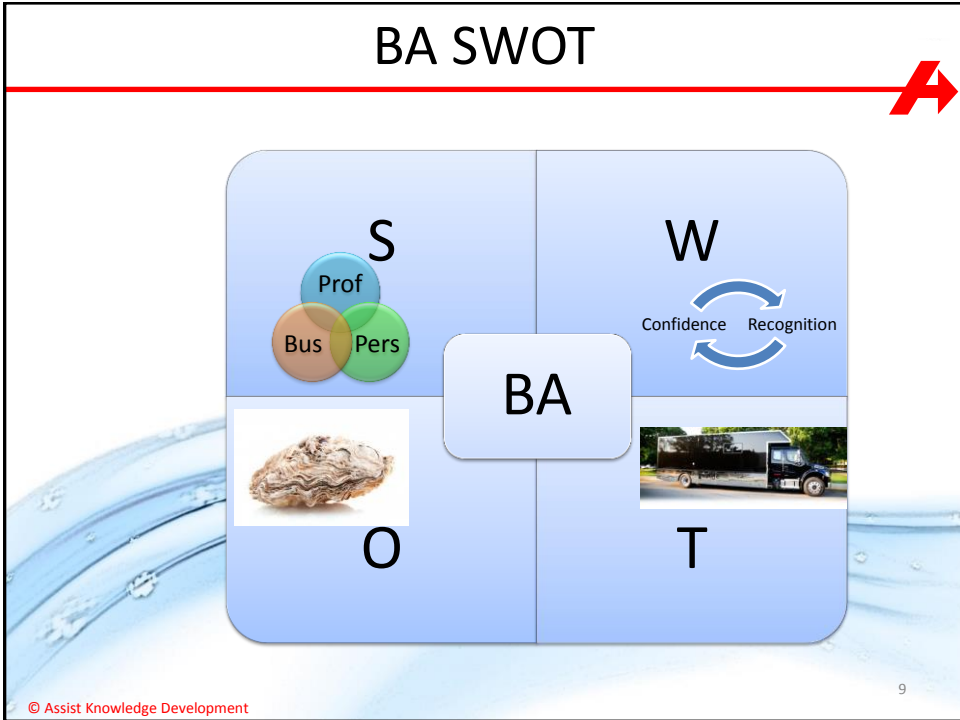
Stephen Covey

The second wave of business analysis

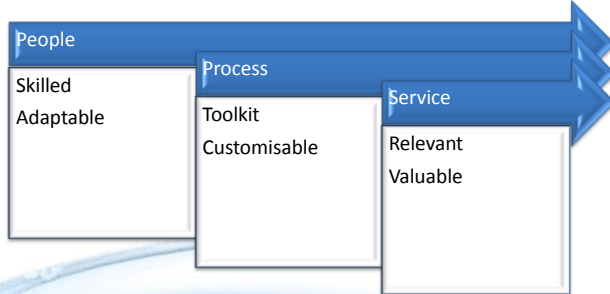


The third wave of business analysis

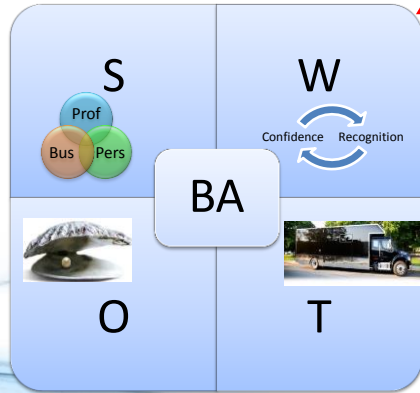




The value proposition for BA



Revisiting the SWOT



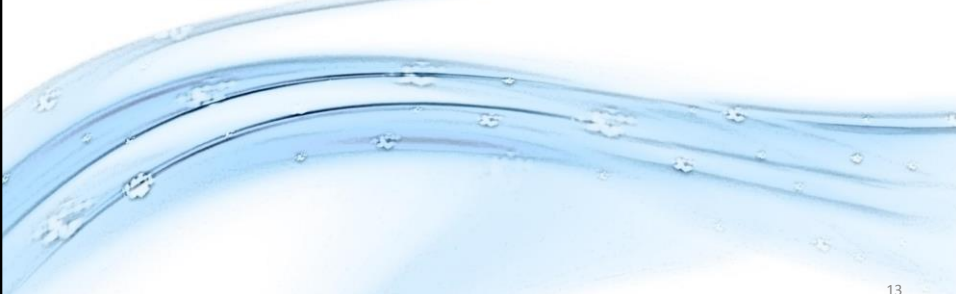
Key messages

Context is king

Don't be limited by job title

Deliver value

Do the right things!



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Let's discuss.....



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