

# Business Change – it's the results that matter

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**Debbie Paul**  
**Managing Director**



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# What's in a job title?



Portfolio Architect

Tester

Requirements Analyst

Business Analyst

Benefits Analyst

Business Change Analyst

Requirements Engineer

Business Process Analyst

Process Analyst

Business Architect    Enterprise Architect

Systems Analyst

Business Strategy Analyst

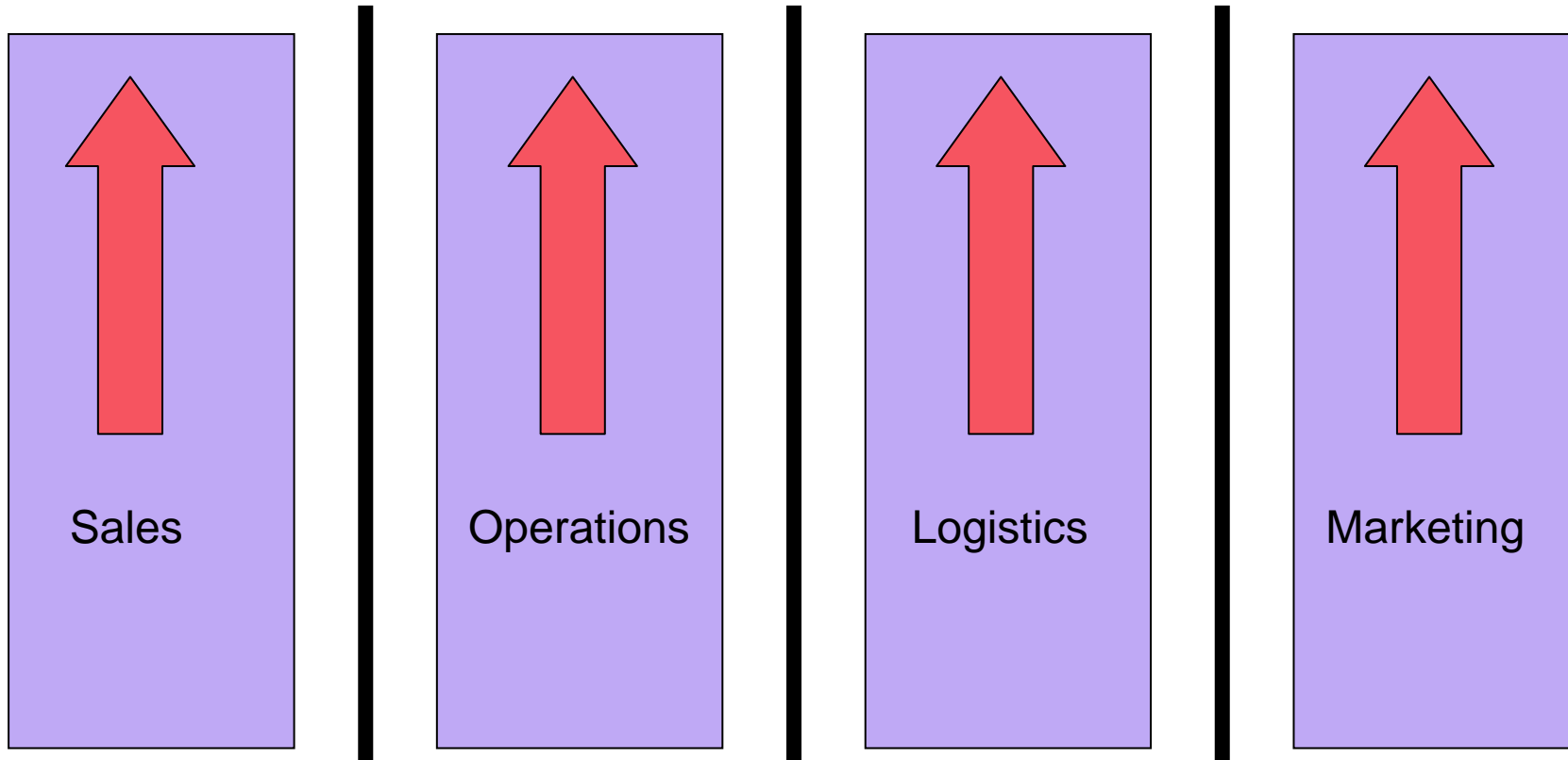
Data Analyst

Business Systems Analyst

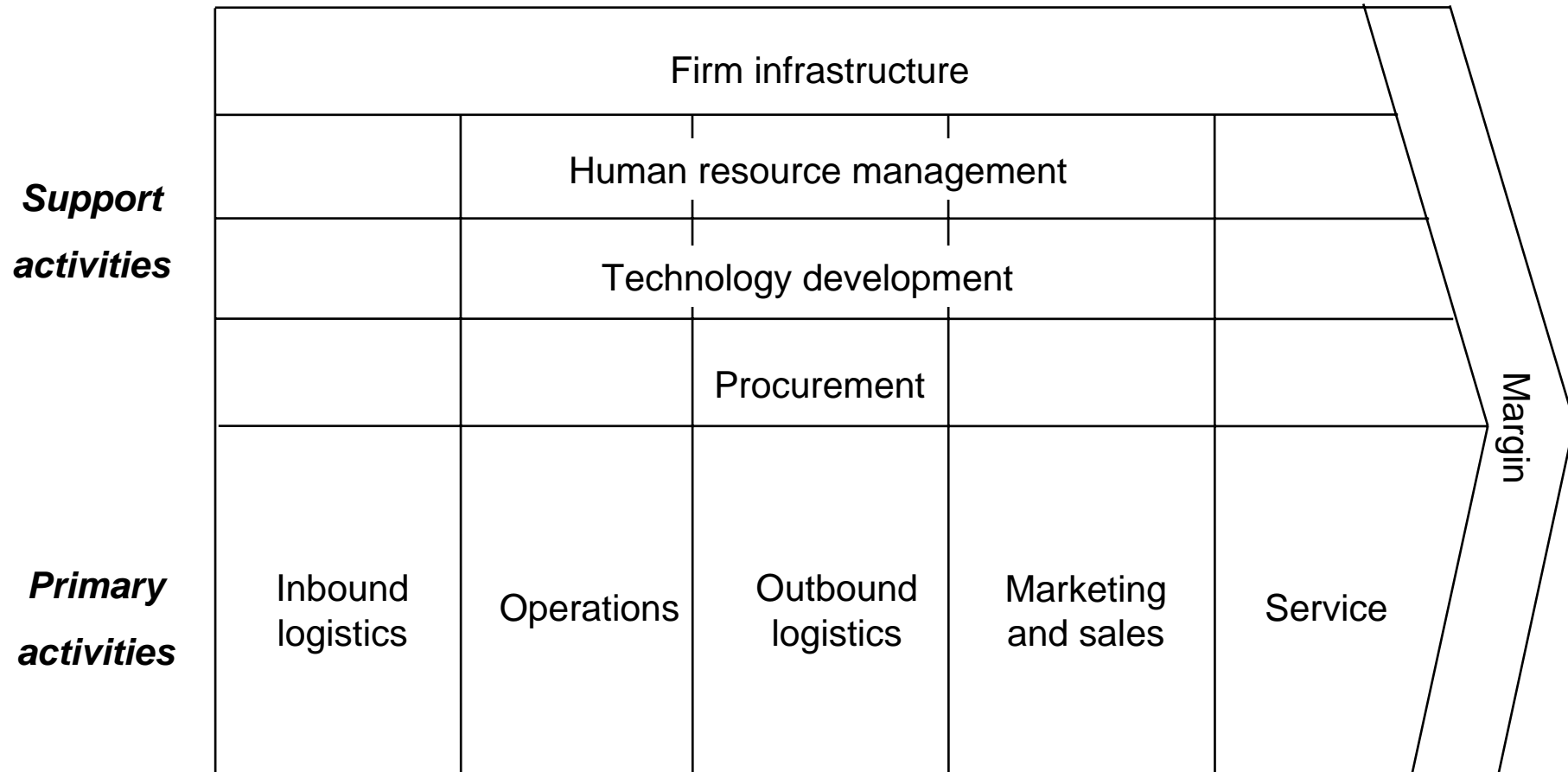
Benefits Manager

BA Project Manager

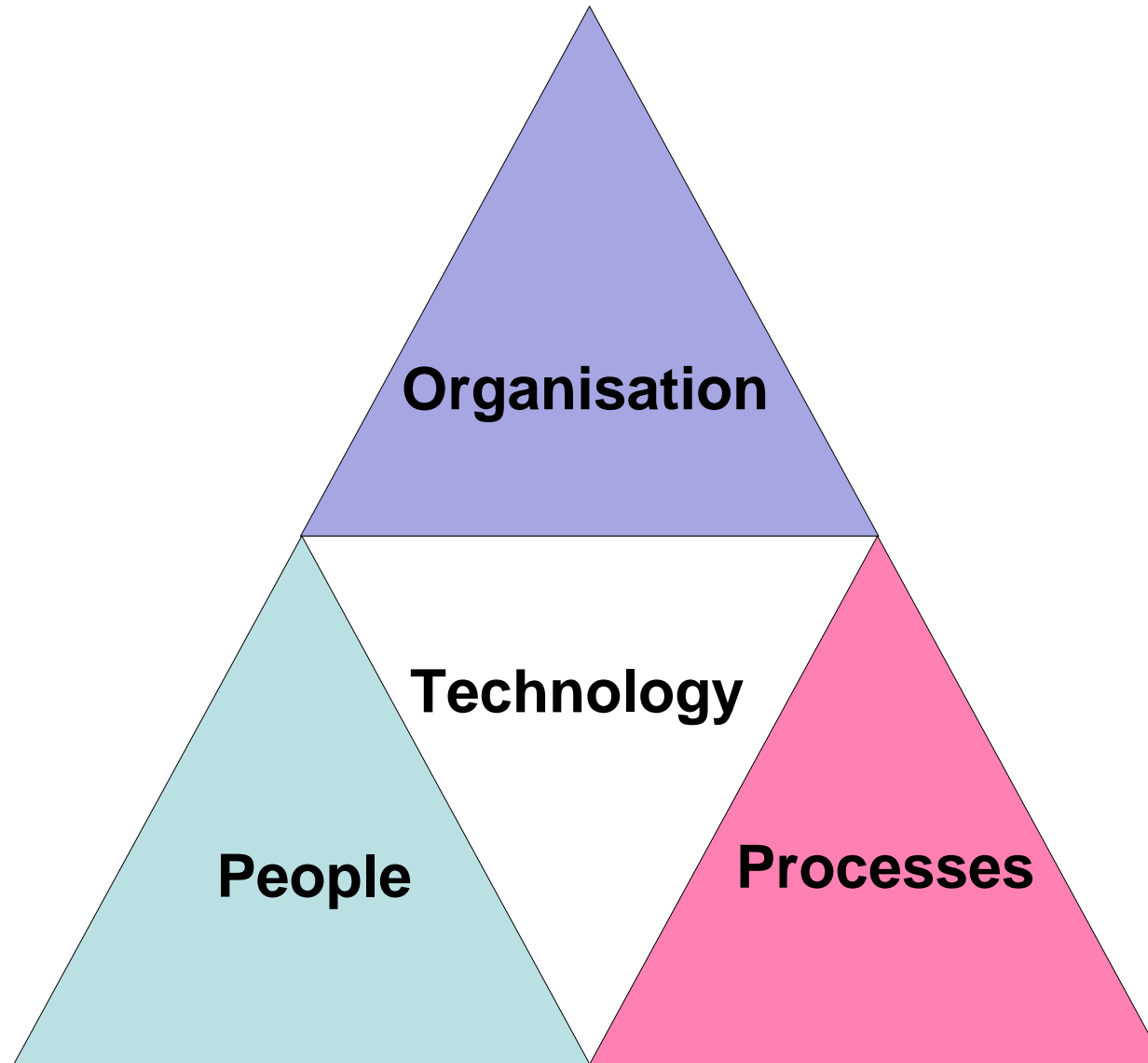
# Silo thinking



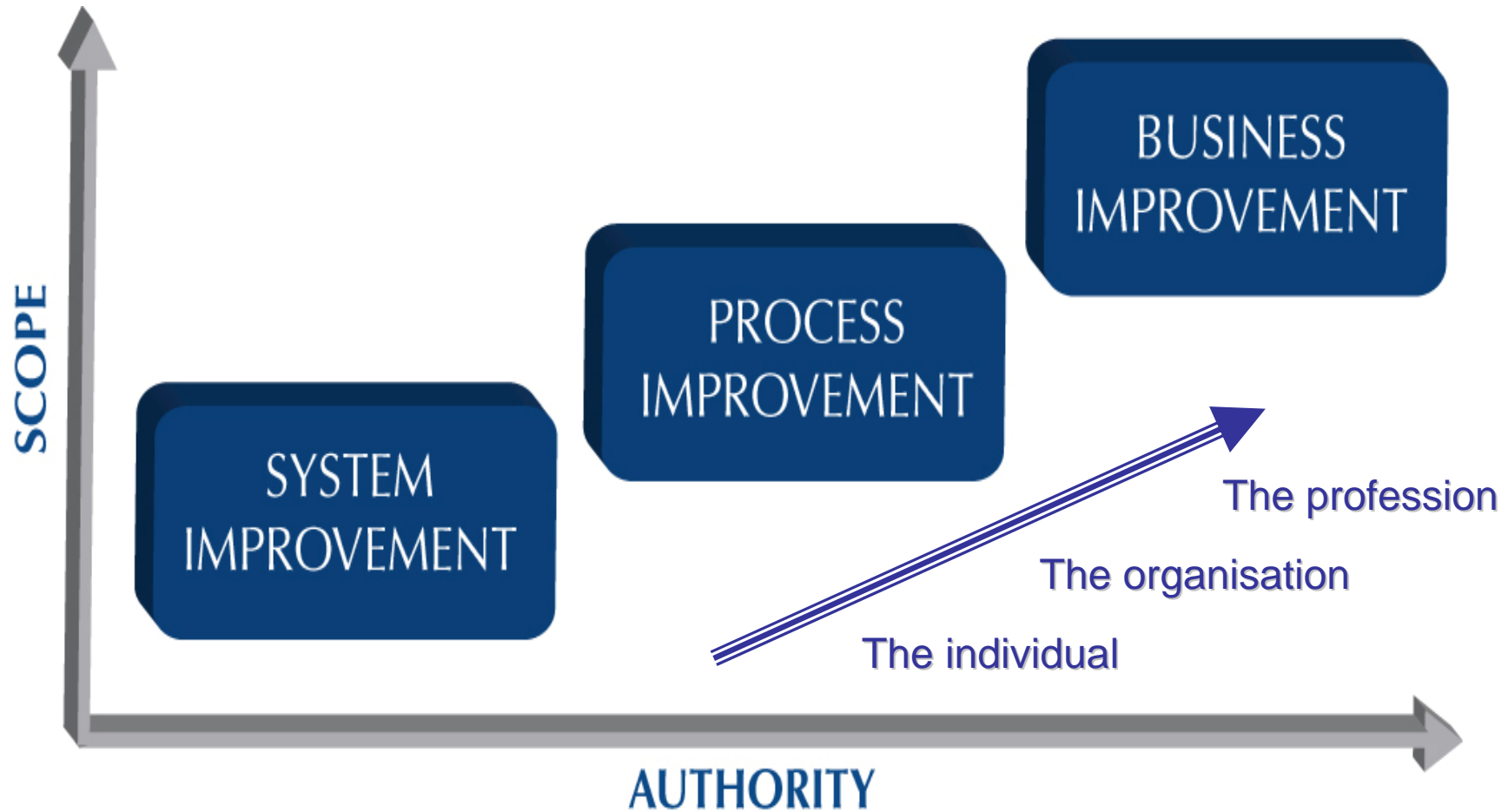
# Porter's Value Chain



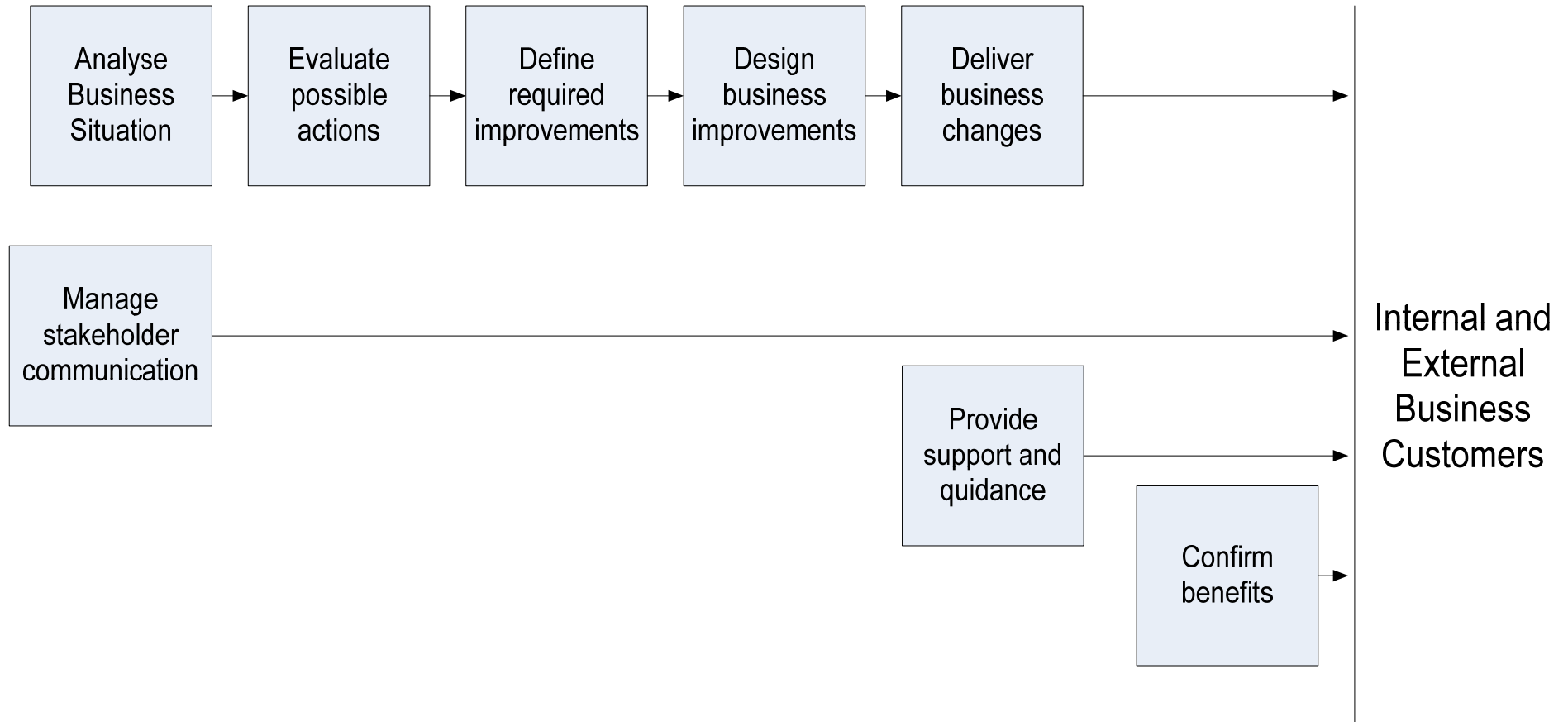
# Our version of silo thinking



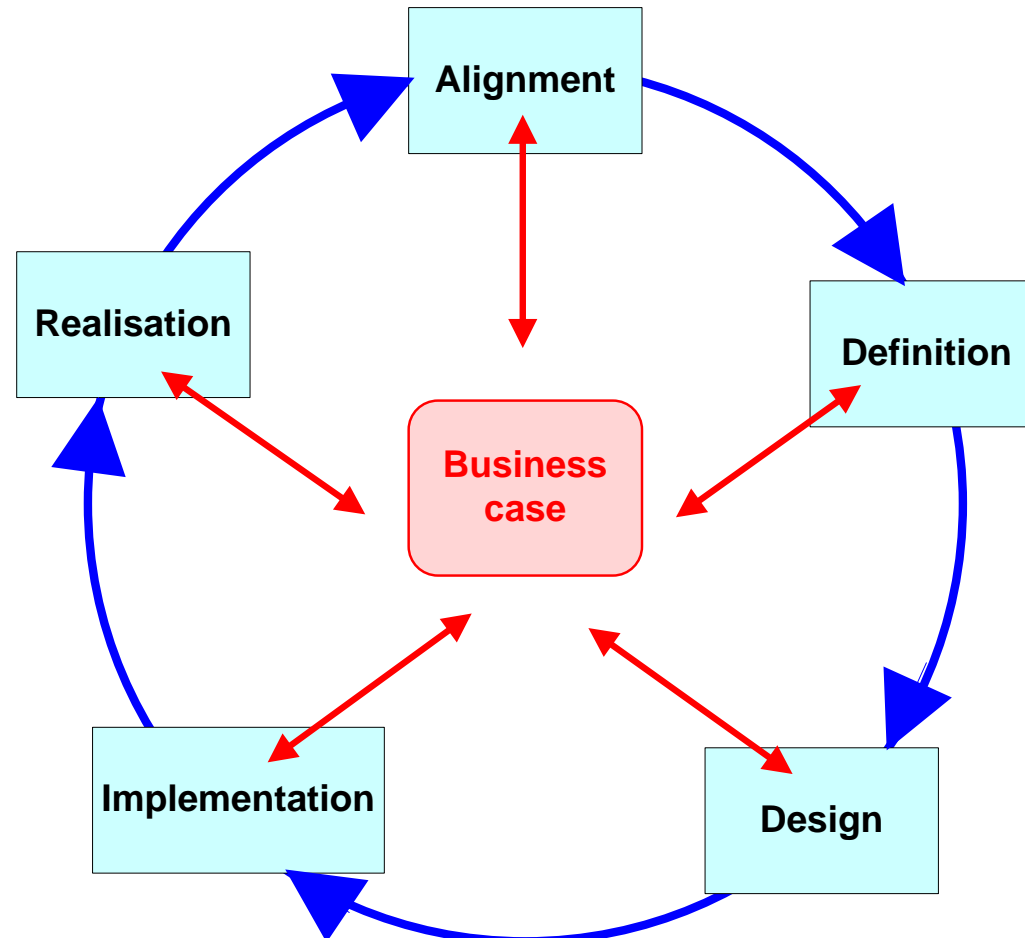
# Business Analysis Maturity Model



# The Business Improvement value chain

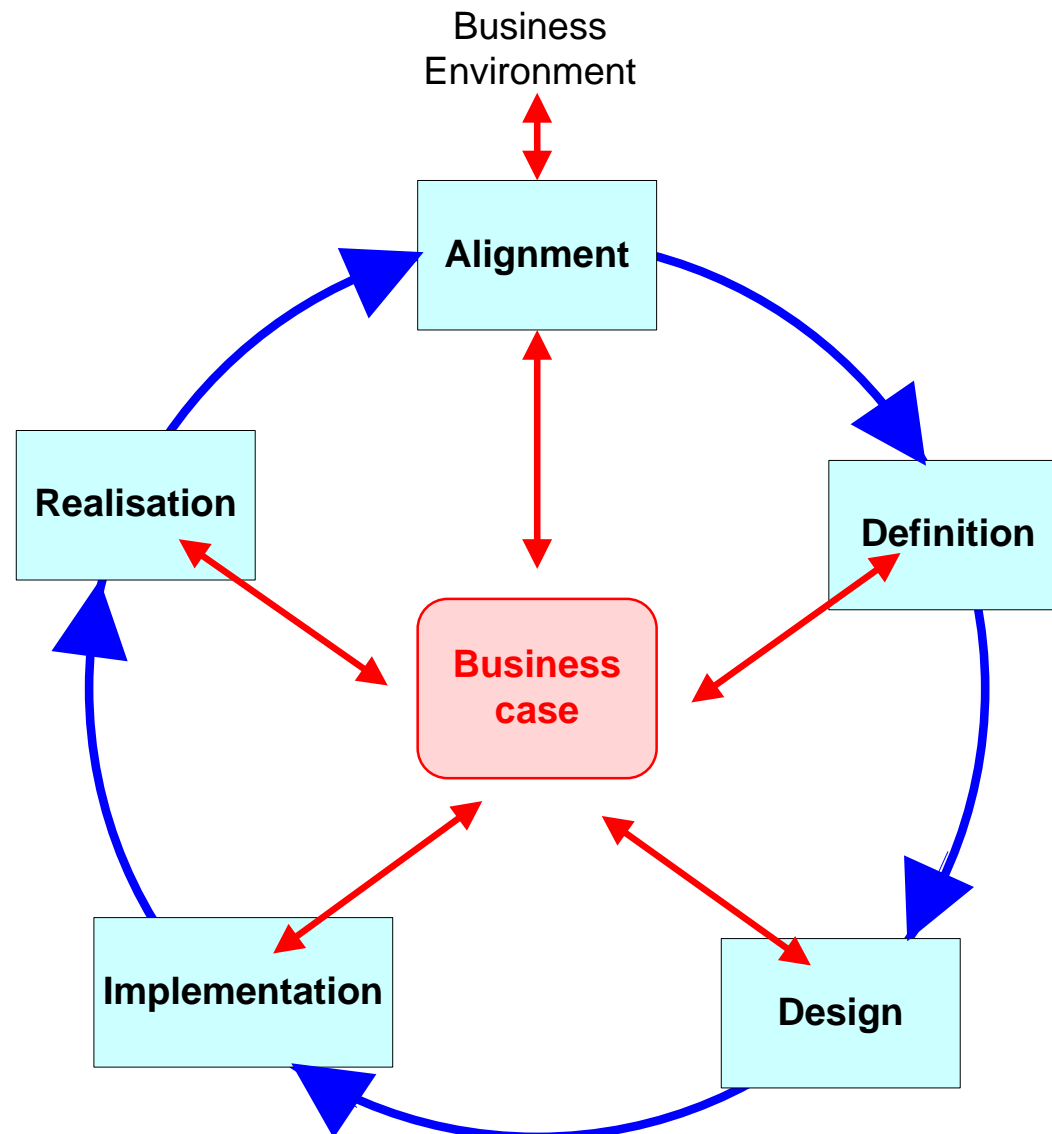


# The Business Change Lifecycle





# Alignment and Business Change



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