

Debbie Paul

**Business Analysis:
A vital role for business success**



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Introduction – Debbie Paul



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Presentation summary



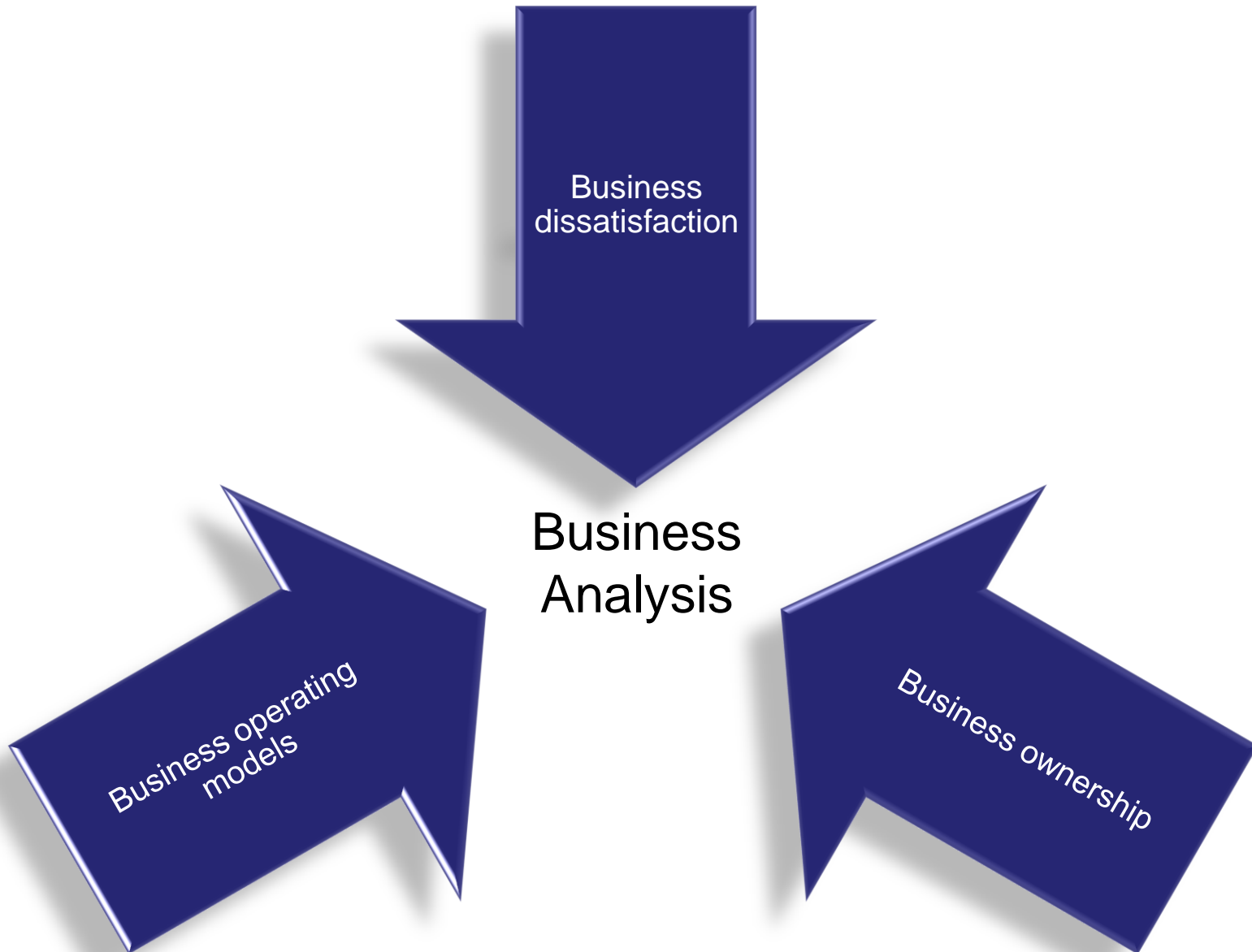
Forces for BA

Link to other roles

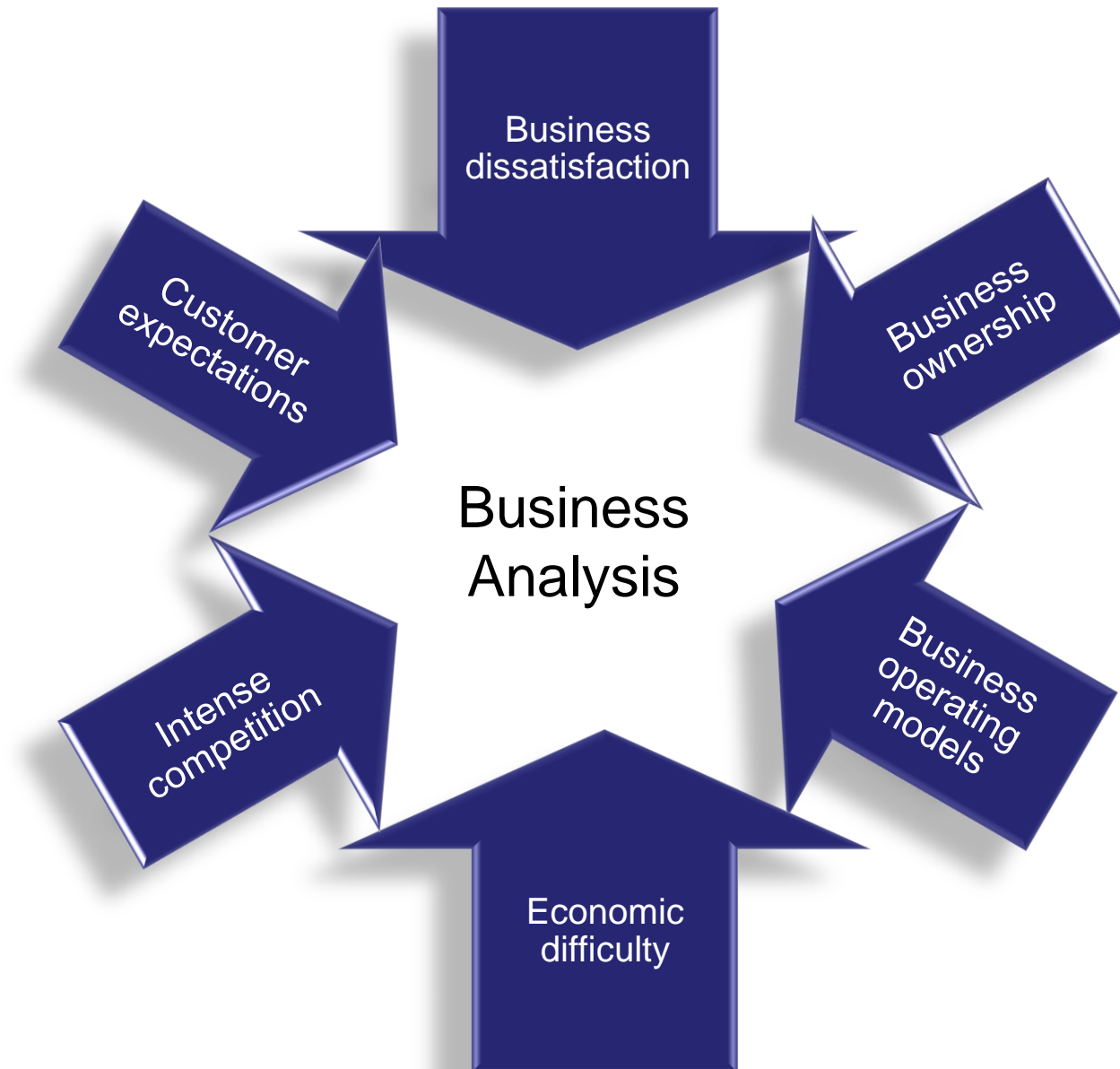
BA added value

The Expert BA

Drivers for business analysis



Drivers for business analysis



Business Analysis & Business Architecture



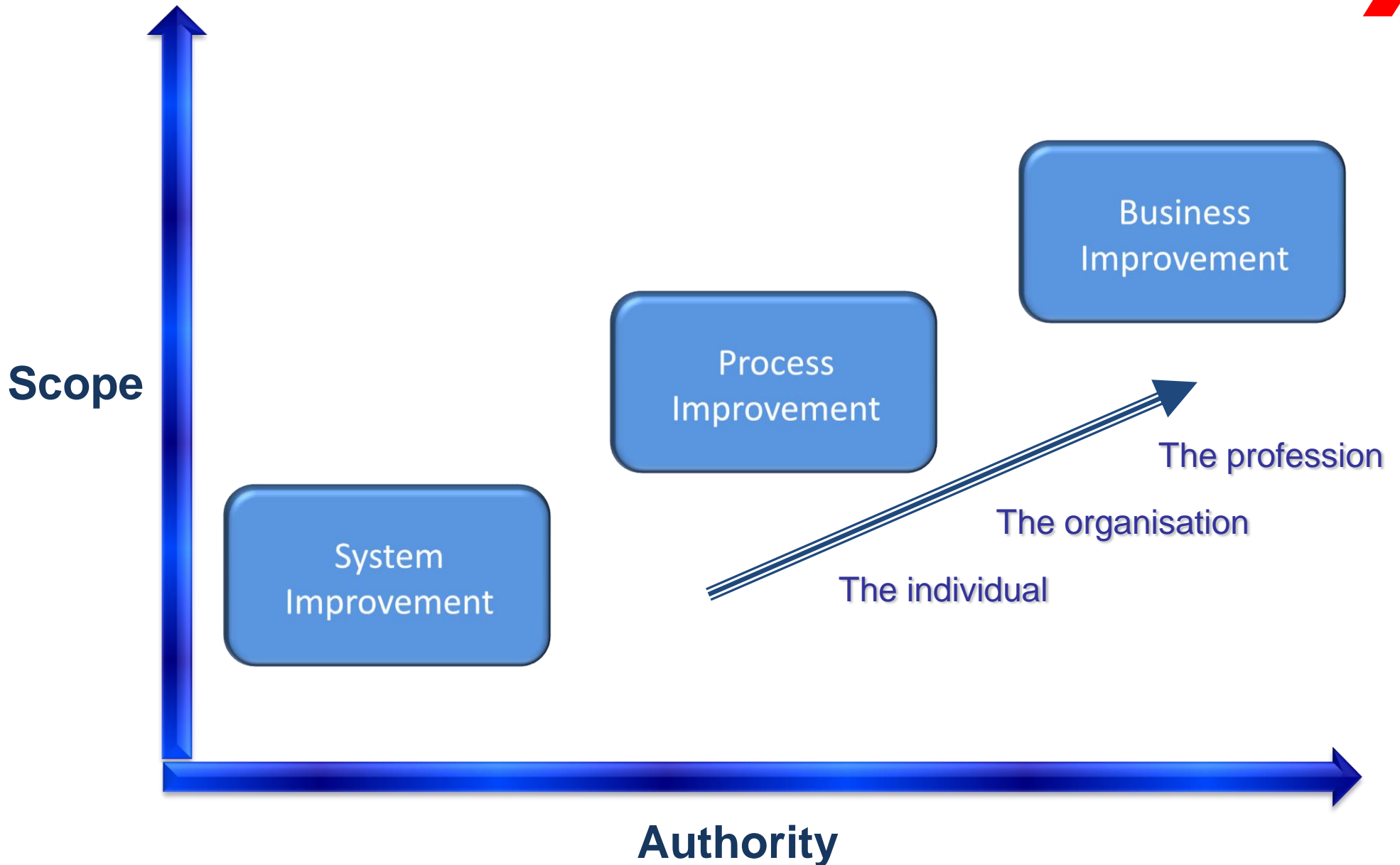
The **vagueness** of the business analysis role is reflected in the industry definition which states that a business analyst analyzes the organisation and design of businesses, government departments, and non-profit organizations; they also assess business models and their integration with technology.

In practice, almost all focus on gathering and developing requirements for IT.

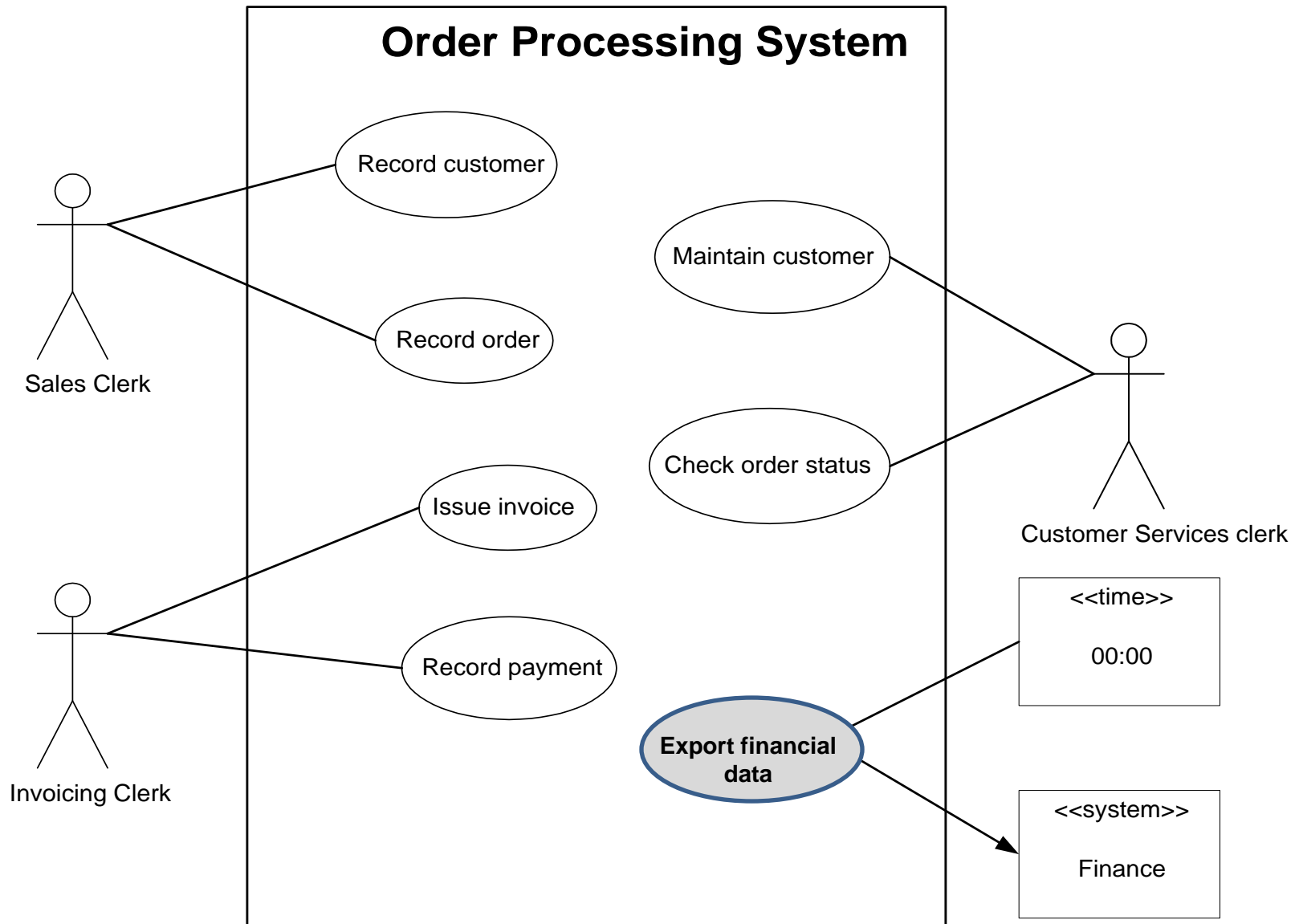
Business Architects also engage IT, but this is done from an architectural perspective and within the context of strategic alignment.

Ulrich and McWhorter

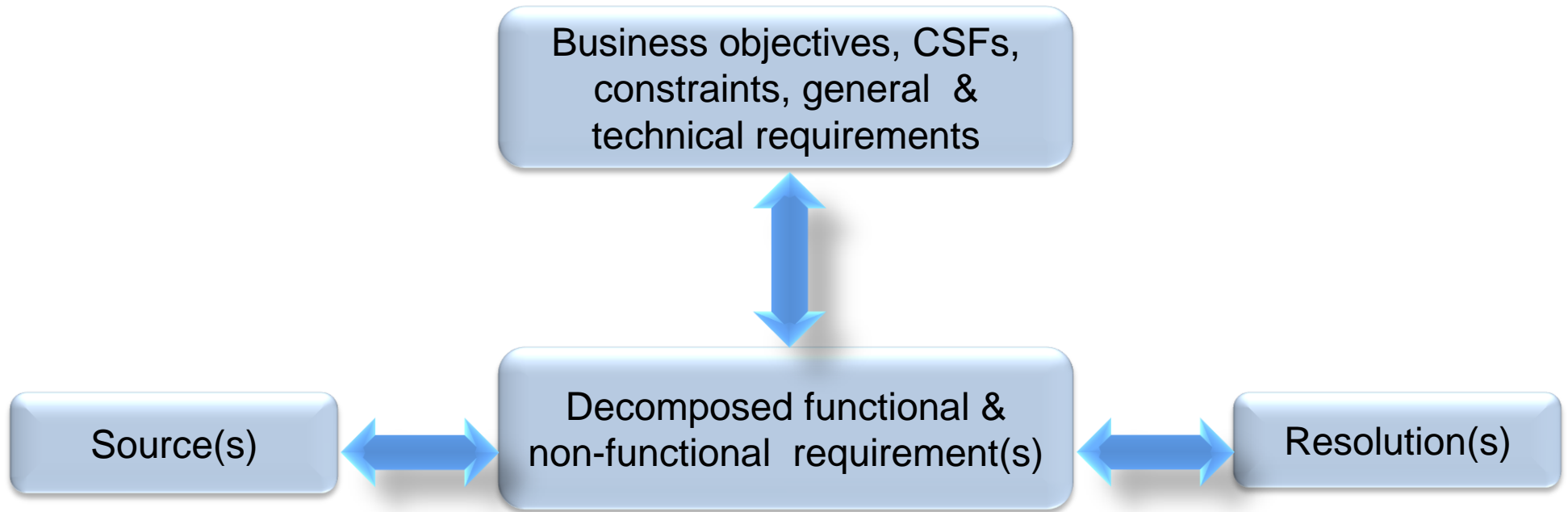
Business Analysis Maturity Model



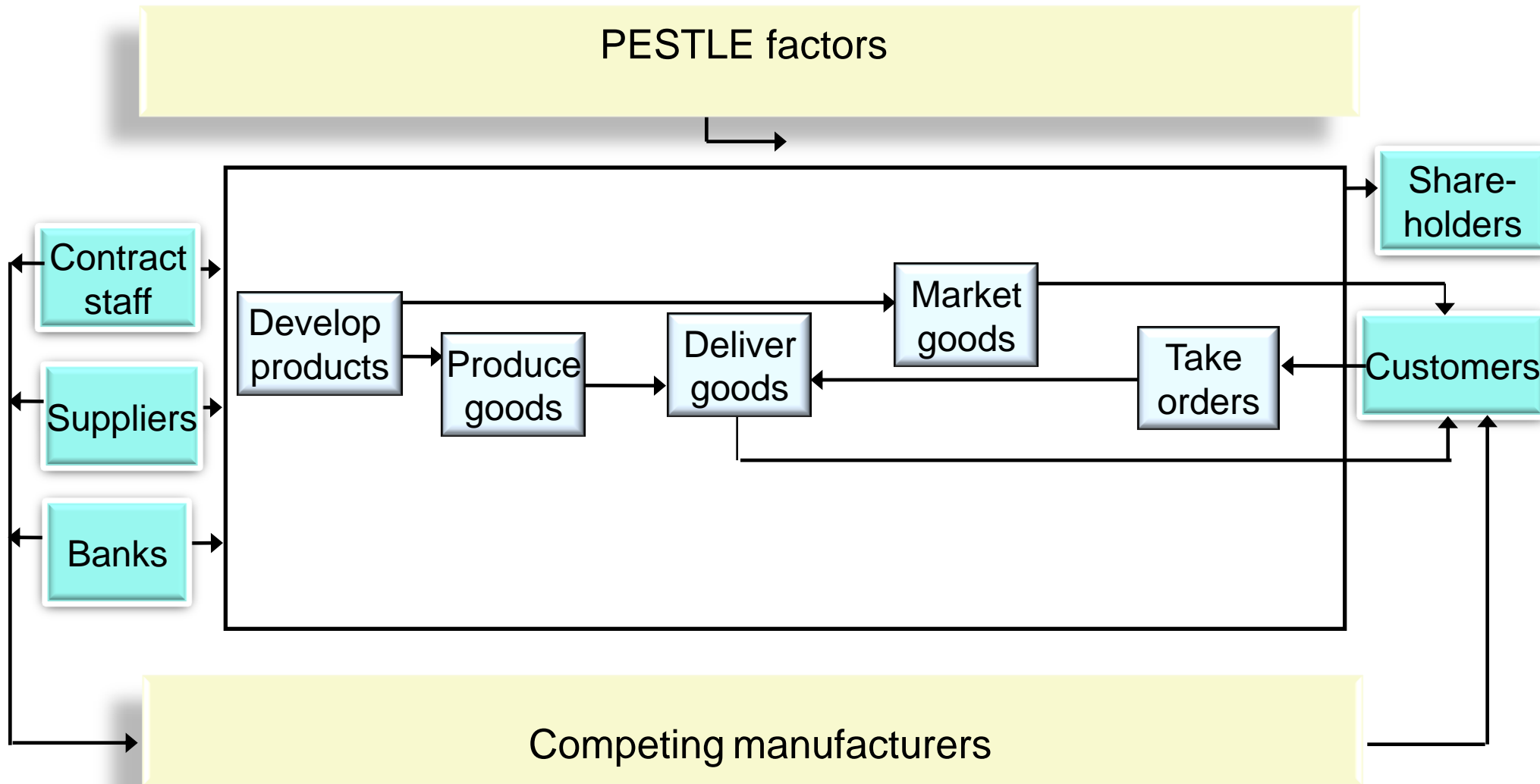
System Improvement – adding value



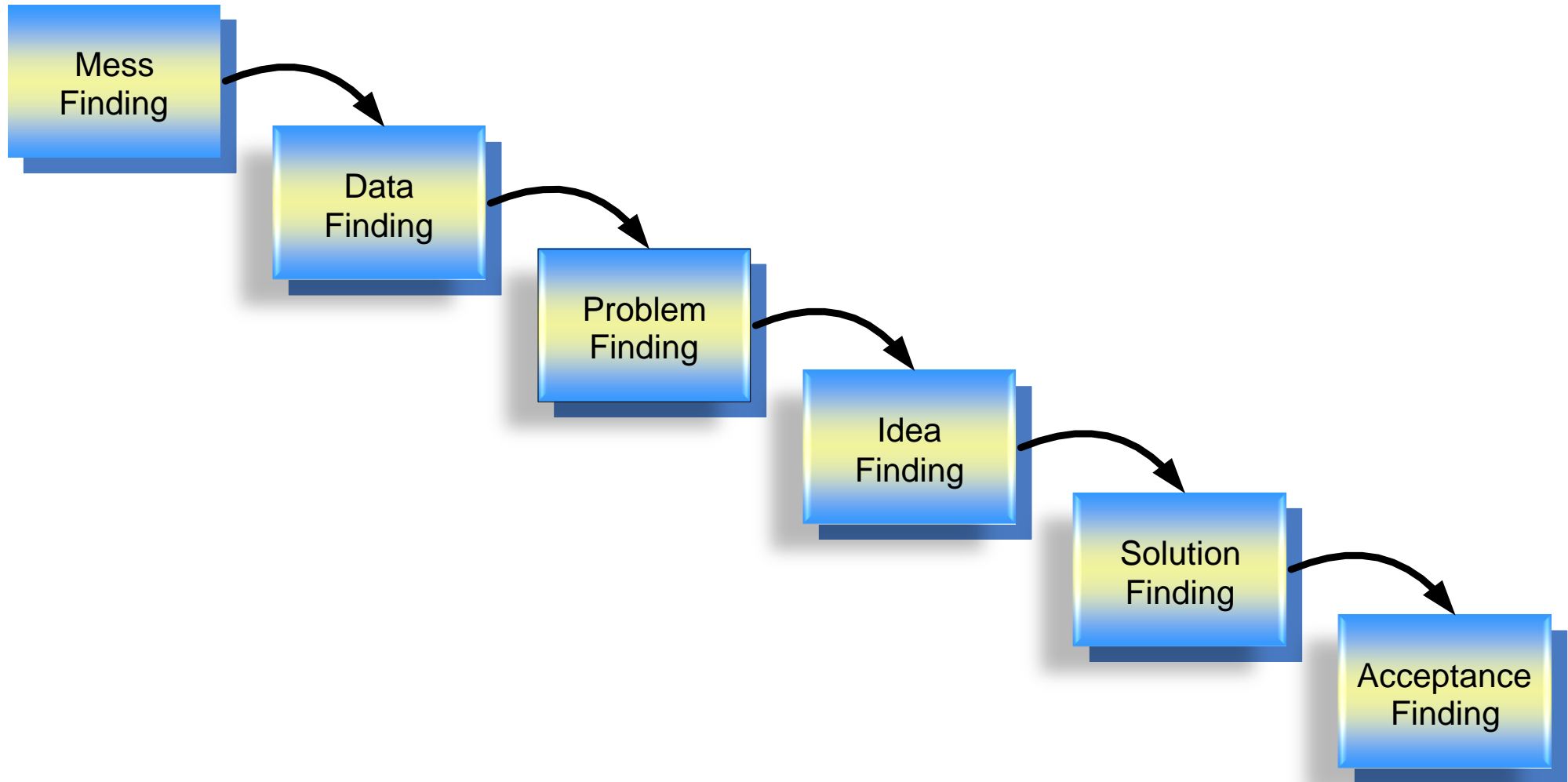
Requirements traceability



Process Improvement – adding value



Business Improvement – adding value



Isaksen and Treffinger

What does a good BA look like?

Has great professional behaviours

Customer	Brings a customer lens to the changes we make
Pace	Finds pragmatic and practical ways of delivering with pace and energy
Cost	Spends money carefully, as though its their own
Insight	Understands our businesses needs within the area they support
Commercial	Focuses on planning, defining and delivering the benefits & business outcomes
Challenging	Pro-actively shapes the change we deliver
Clear and honest	Communicates openly, honestly, effectively and respectfully with our customers
Committed	Keeps their promises and takes ownership of requirements development

Enabled by a broad set of skills and knowledge...

Soft skills:	Facilitation, Stakeholder Management, Negotiating, Problem Solving, Communication, Team working, Leadership
Technical skills:	Business Process Improvement, Business Analysis, Estimating and Planning, Consultancy
Business:	NUL knowledge, industry awareness, business acumen

Supported by effective processes and tools....

Process (RD, REQM, Project Shaping) and Tools

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