



Feb 2024 – Survey Highlights

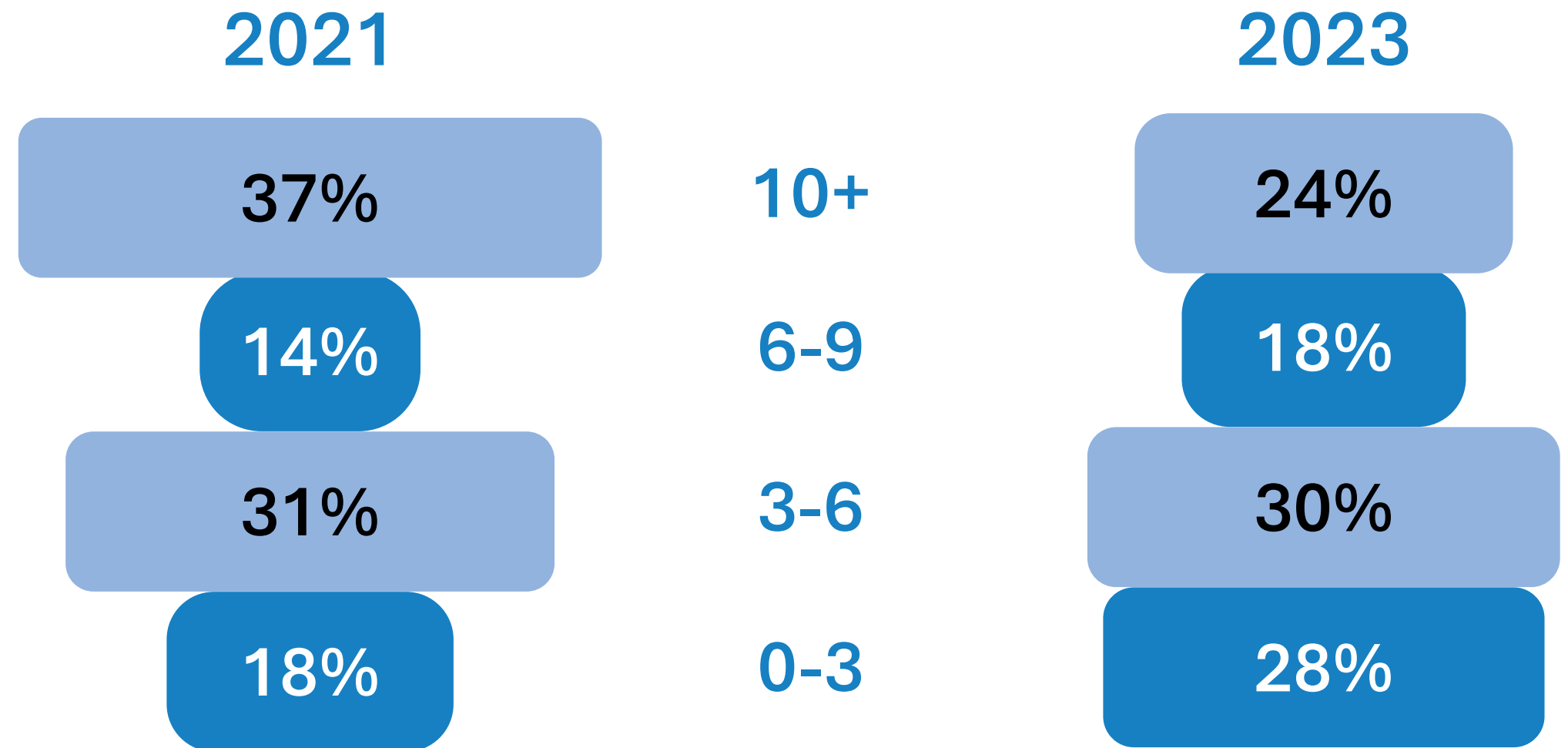
EXPERIENCE LEVELS ARE SHIFTING

In 2021 the % of those surveyed who reported having 10+ years' experience was 37%. This dropped to 24% in 2023.

The number of BA Leaders with less than 3 years' experience in 2021 was 18% and this rose to 28% in 2023.

This shift in the experience reflects the increased demand for BA Leaders, and highly experienced leaders moving in new directions in their career.

Years of Experience



How BA Leaders Contribute



When asked what aspects of their role as BA Leaders contributes the most to their organisations, 26% said ‘Professional Expertise’ and 25% said ‘Professional Development of Other BAs’. This is on a par with previous surveys.

BA Leaders also place importance on promoting the BA Service within their organisations and role-modelling the business analysis approach and mindset.



BUSINESS ANALYSIS IS LEAVING THE IT UMBRELLA

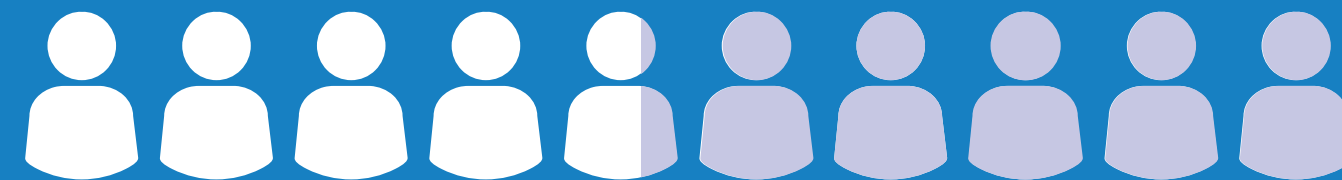
69% in 2018



57% in 2021



48% in 2023



Business Analysis is moving from sitting within Information Technology. In 2018 69% of BA Leaders surveyed reported that their BA Service sat under IT, while in 2023 this dropped significantly to 48%.

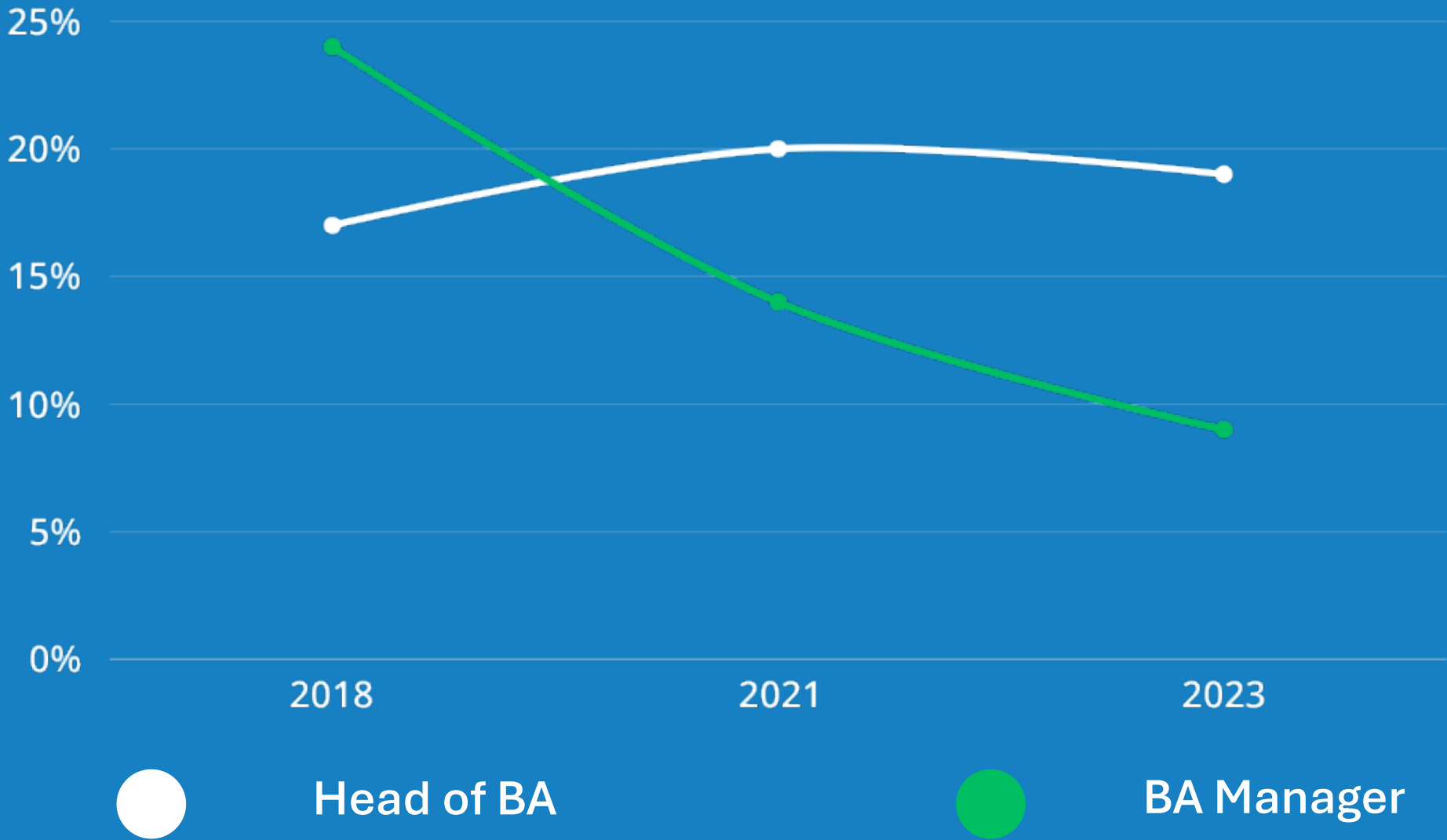
When asked in 2023 if they could choose the most suitable home for the BA Service, 40% said they would choose Business Change and only 13% said that they would choose IT.

HEAD OF BA WINS MOST POPULAR JOB TITLE

The job title Head of Business Analysis has overtaken BA Manager as the most used title for a BA Leader.

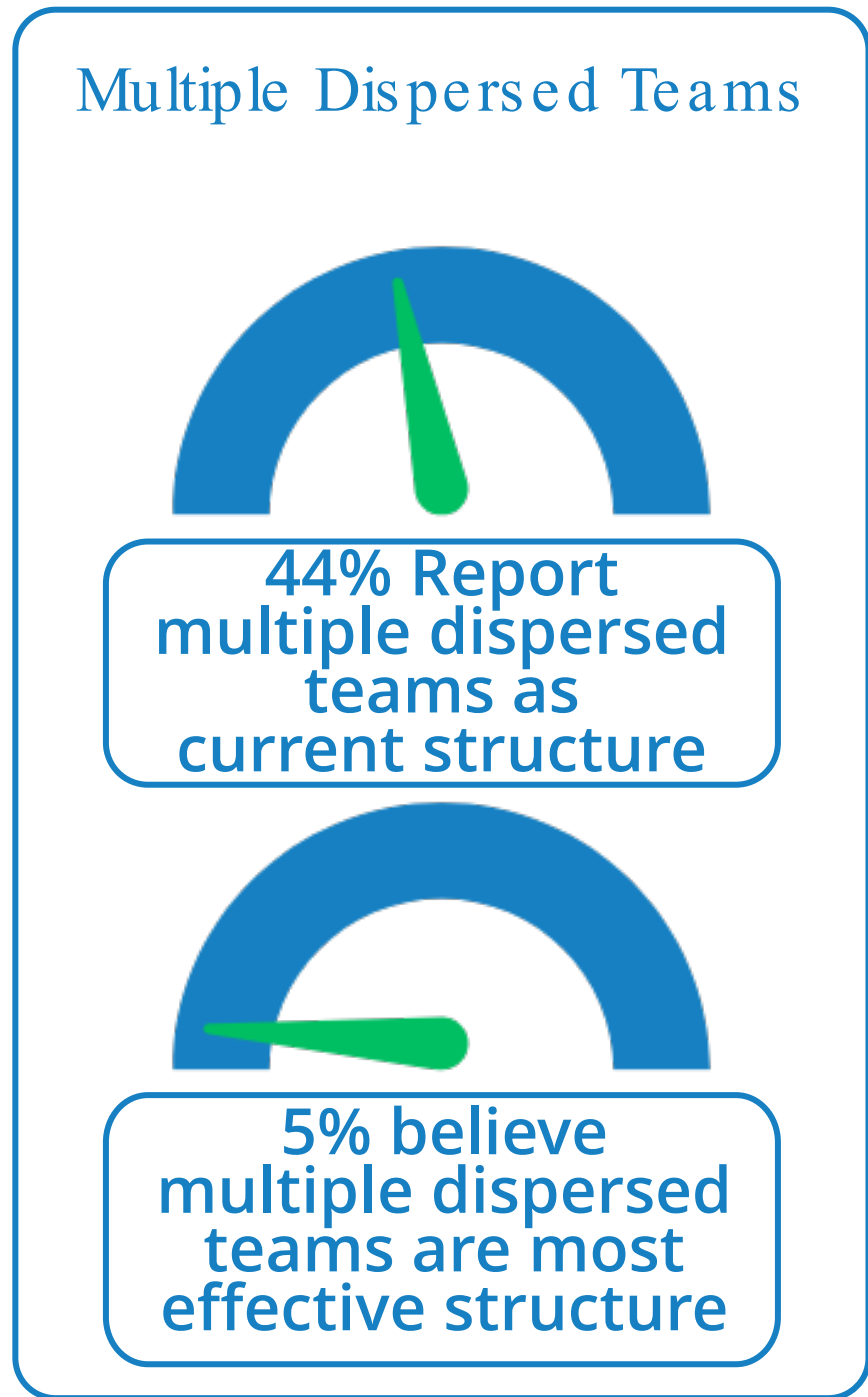
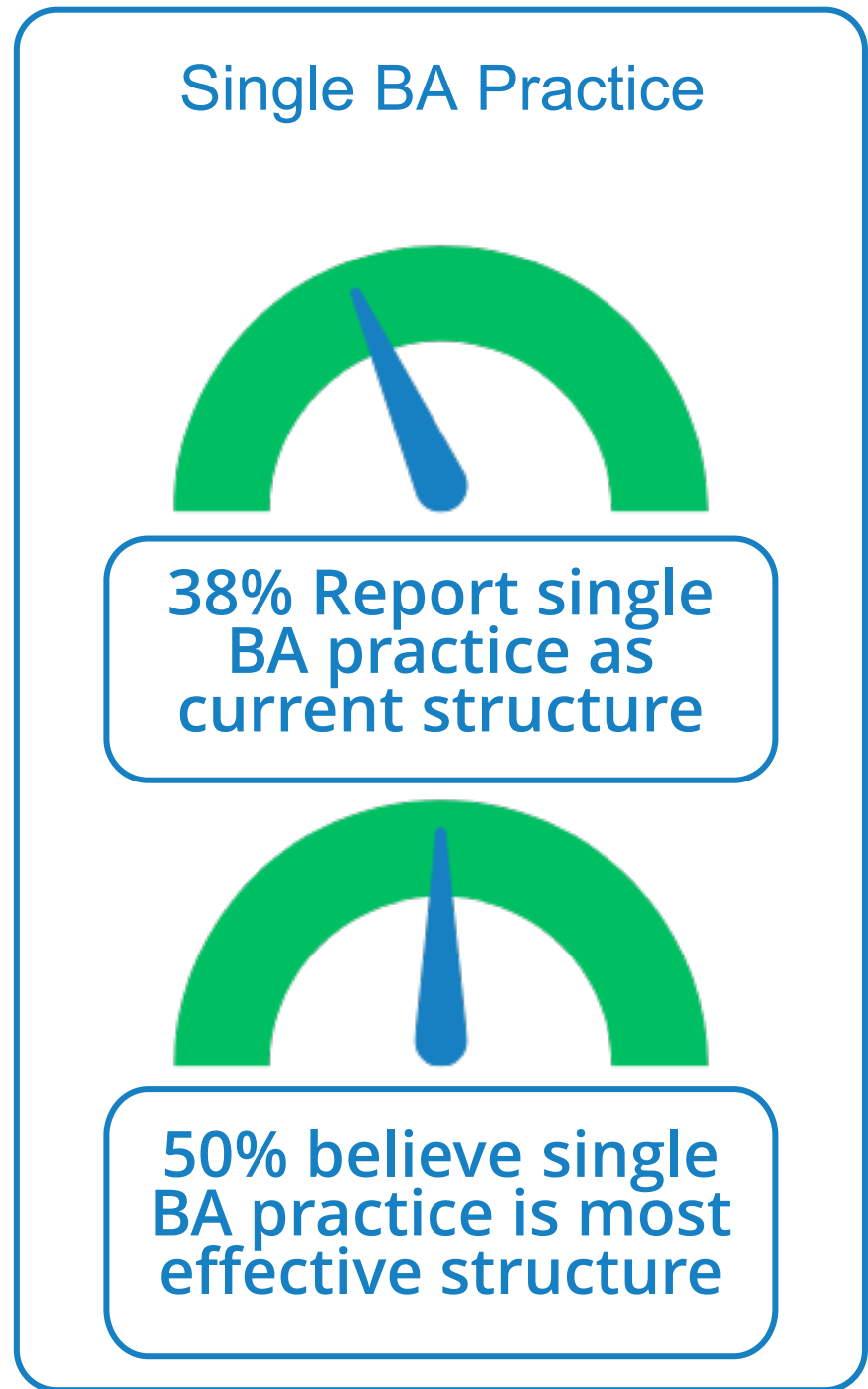
In 2018 24% reported their job title as BA Manager, this has dropped to just 9% in 2023 with 19% reporting their job title as Head of Business Analysis in 2023.

29% of BA Leaders surveyed said that they would select the job title Head of Business Analysis as the most appropriate reflection of their role, if given the choice.



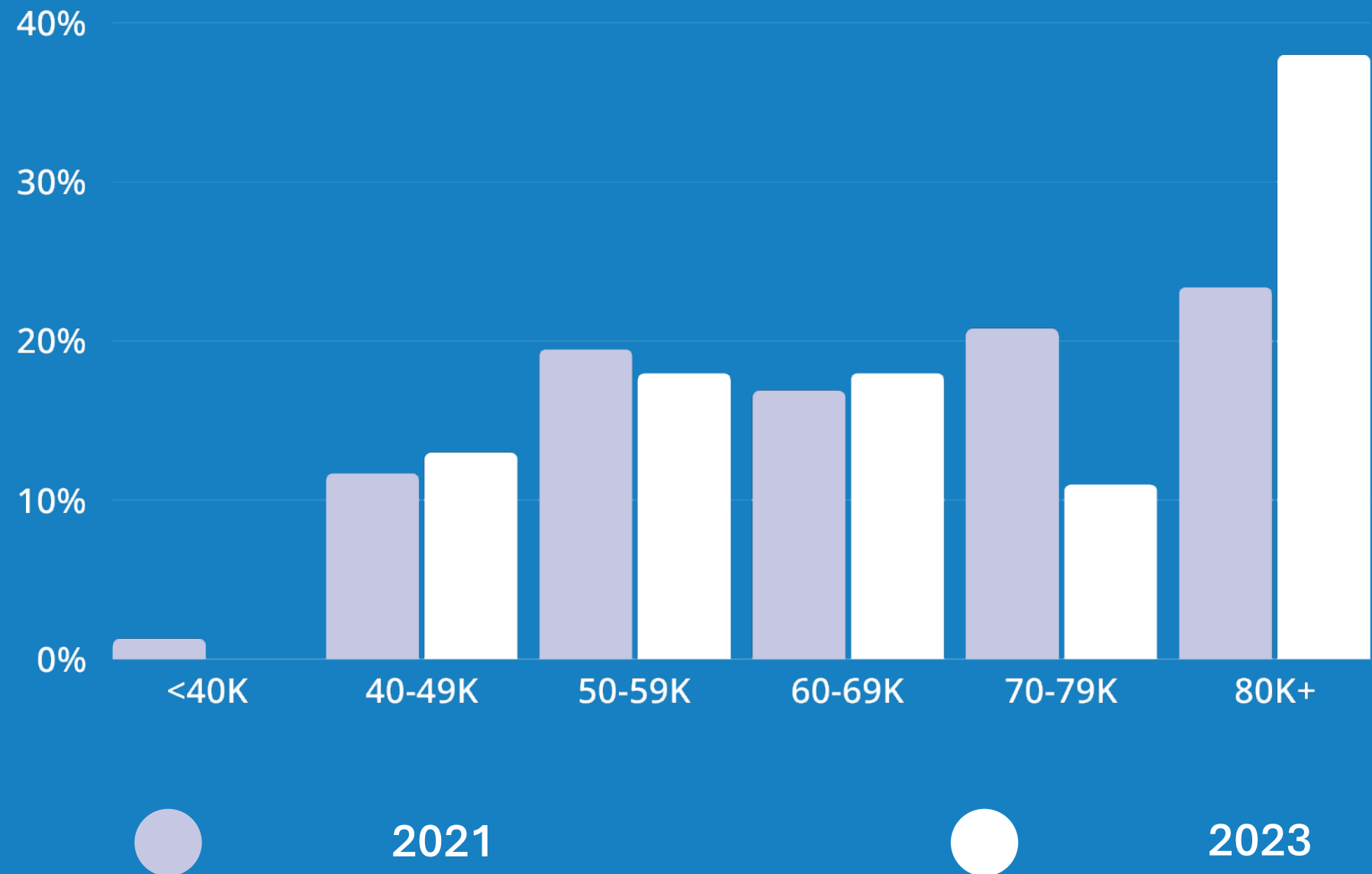


CENTRALISED OR DE-CENTRALISED?



In 2023 38% of BA Leaders reported a single BA Hierarchy or Practice as their current structure, compared to 44% in Multiple Dispersed Teams. In contrast, 50% of those surveyed said they believed that a Single BA Hierarchy would be the most effective structure for their organisation while only 5% would recommend Multiple Dispersed Teams.

SALARY INSIGHTS



BA Leaders' salaries seem to be rising. In 2021 61% of participants surveyed reported earning over £60K and this has risen to 67% in 2023. The % reporting earning over £80,000 has risen from 23% in 2021 to an encouraging 36% in 2023.

However, while most BA Leaders reported earning a similar salary to equivalent graded leaders in other disciplines in their organisations, 23% reported earning less in 2023 while only 5% reported earning more. This points to more work to be done to achieve salary equivalency within organisations.