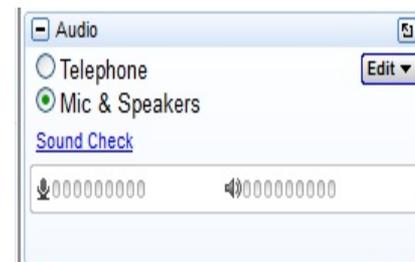


Welcome to the webinar... We will begin shortly

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For Demonstration Purposes





Business Analysis Is Not Just a Job Title:

How to Leverage Your Career Experience to
Become a BA

Hosted by: Deb Oliver, IIBA

Presented by Laura Brandenburg, CBAP



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iiba International Institute
of Business Analysis™

iiba.org

Our Driver

“Unite a community
of professionals to
create better
business outcomes.”

IIBA Core Purpose



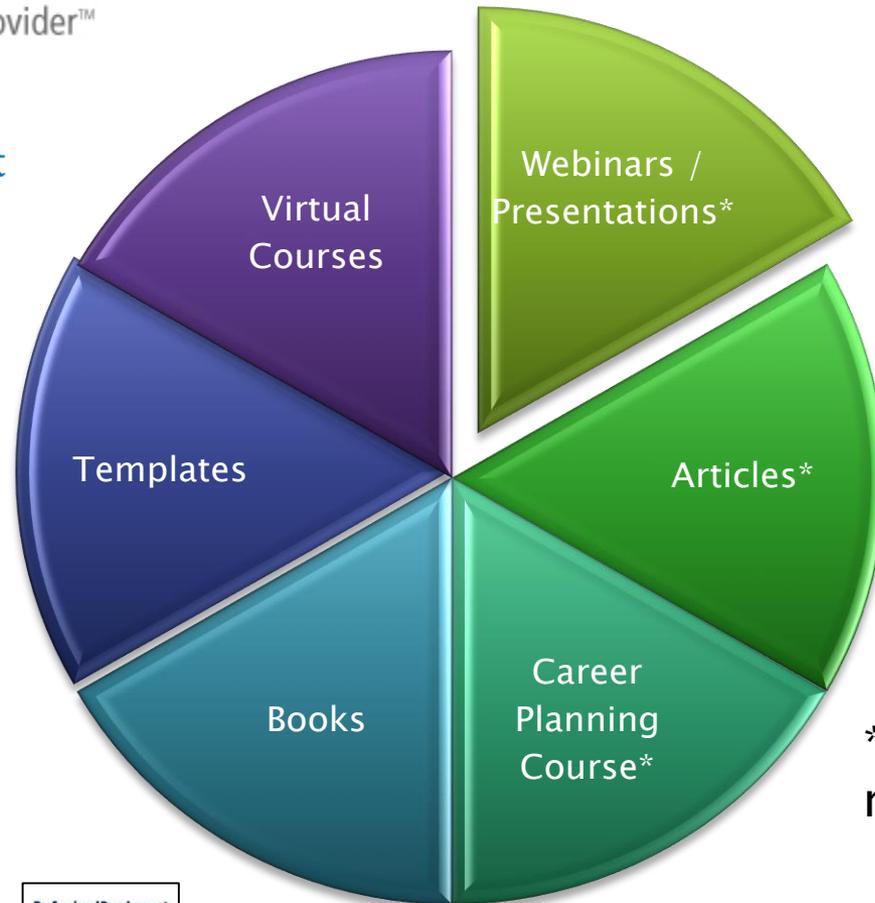
Business Analysis Is Not Just a Job Title:

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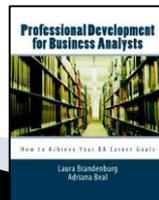
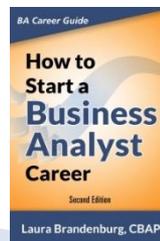
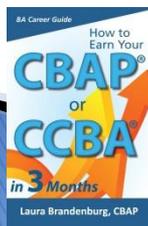


Laura Brandenburg, CBAP
#BTGBA

We'll Help You Start Your BA Career



*Indicates free resources



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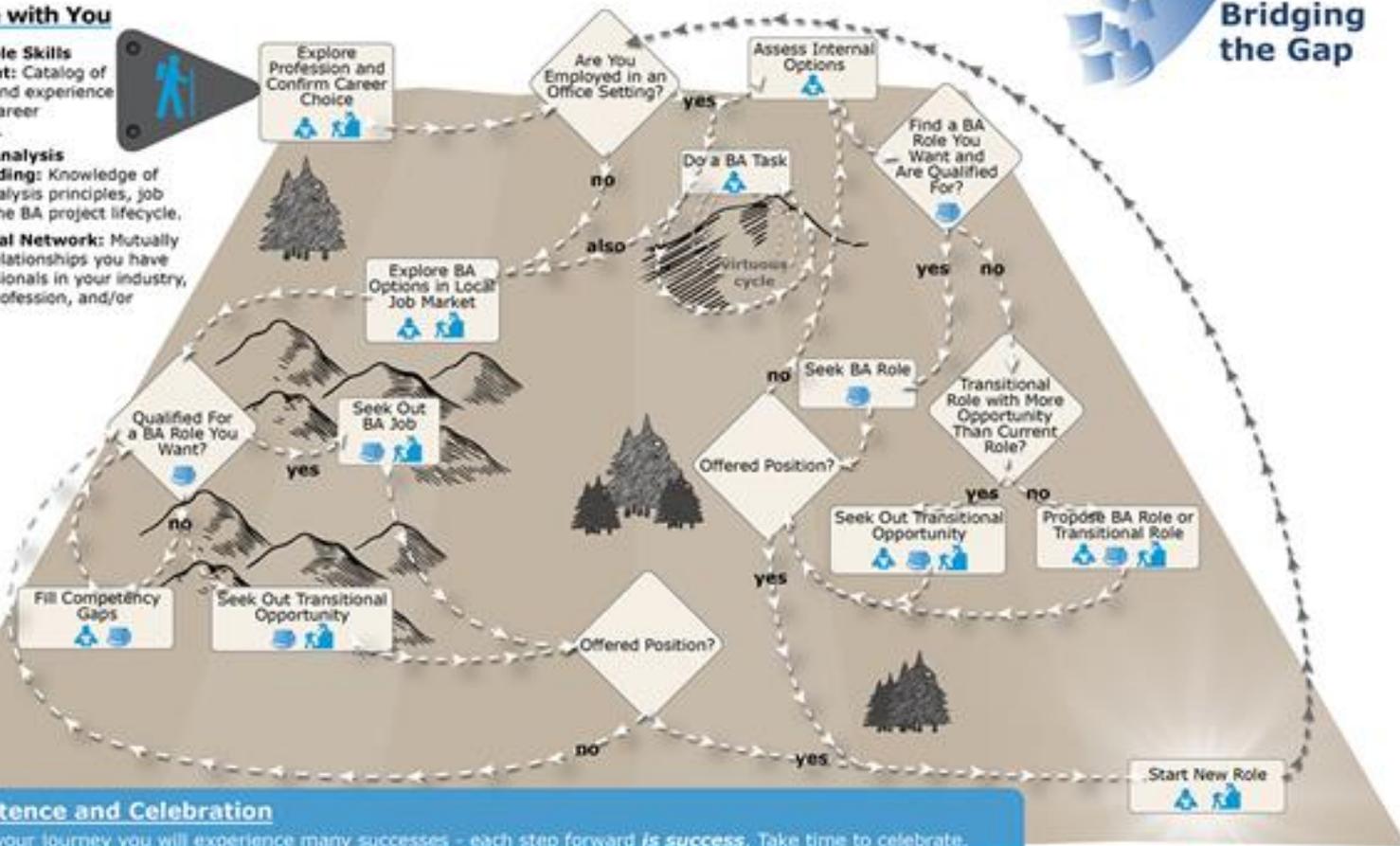


How to Start a Business Analyst Career - Your Roadmap



What to Take with You

- Transferable Skills Assessment:** Catalog of your skills and experience from your career background.
- Business Analysis Understanding:** Knowledge of business analysis principles, job roles, and the BA project lifecycle.
- Professional Network:** Mutually beneficial relationships you have with professionals in your industry, specialty, profession, and/or location.



Persistence and Celebration
 Along your journey you will experience many successes - each step forward *is* success. Take time to celebrate. You will also hear "no" for reasons that have nothing to do with you personally. Those that succeed empower themselves to explore new options and definitions of success. They persist.

Definitions
BA Role: Any role with BA responsibilities. (May not have the BA job title).
Transitional Role: A role with few or no BA responsibilities that puts you in a position to proactively do BA tasks or interact with BAs.

How to Start A Business Analyst Career Roadmap by Laura Brandenburg is licensed under a Create Commons Attribution-No Derivs 3.0 License. Based on a work at <http://bridging-the-gap.com/business-analysis-career-roadmap>. For questions contact laura@bridging-the-gap.com



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Today's Agenda

Business analysis and job roles

Key business analysis skills

Transferable skills by job profile

Follow-Up Q&A

[IIBA LinkedIn Group](#)

[Bridging the Gap LinkedIn Group](#)

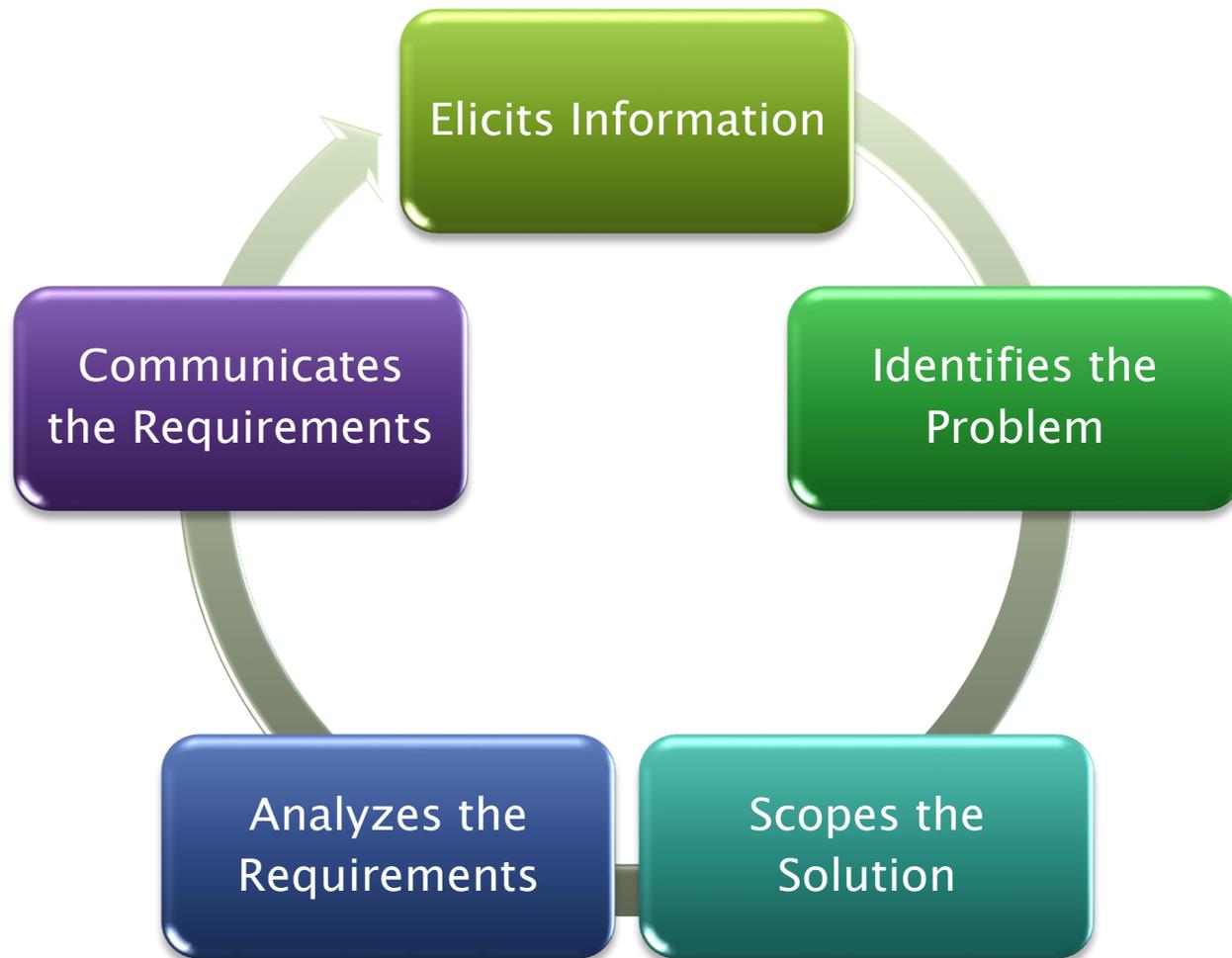
Twitter: [@LLBrandenburg](#) #BTGBA

What is Business Analysis?

“Business analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders.”

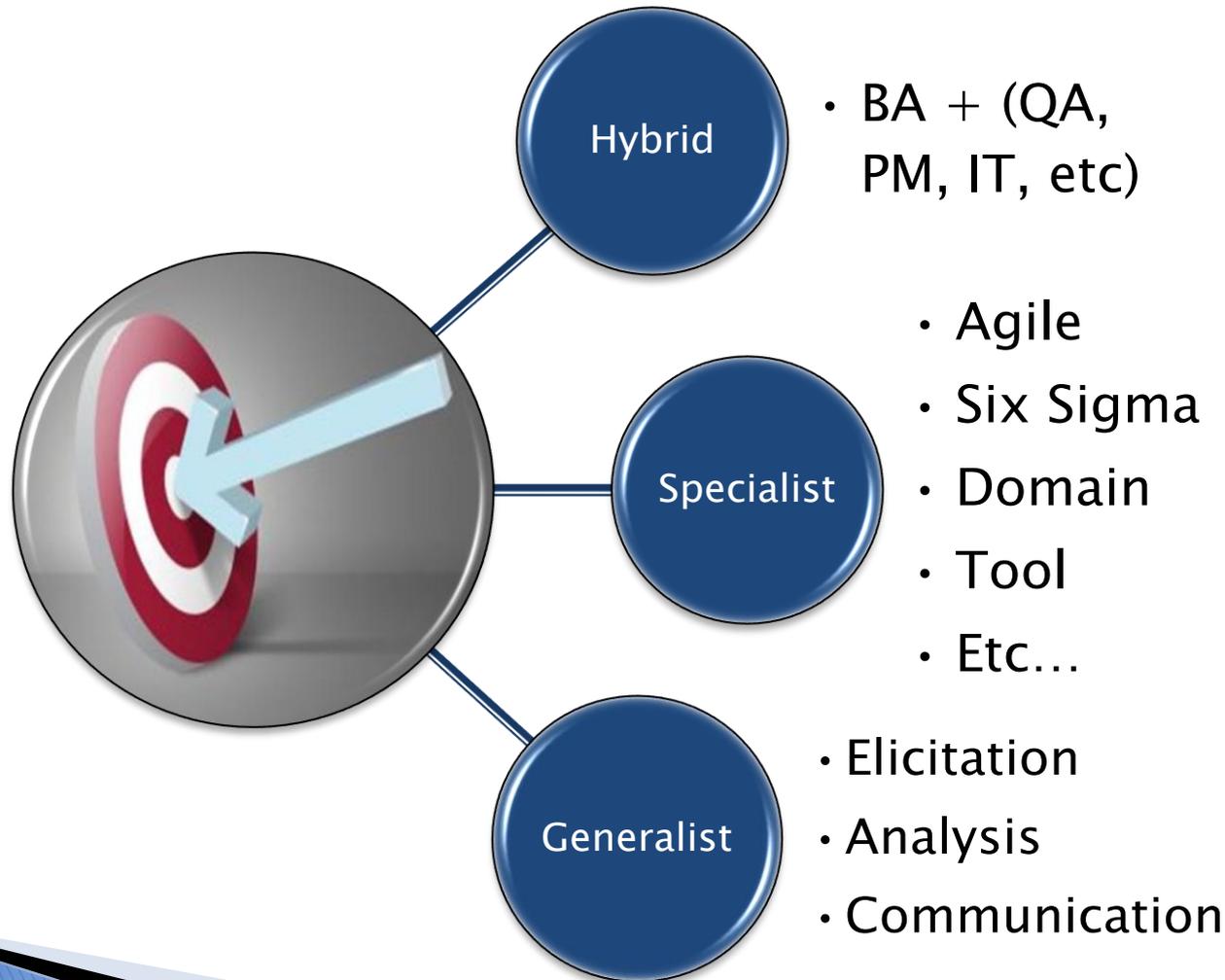
–A Guide to the Business Analysis Body of Knowledge, V3

What Does a BA Do?



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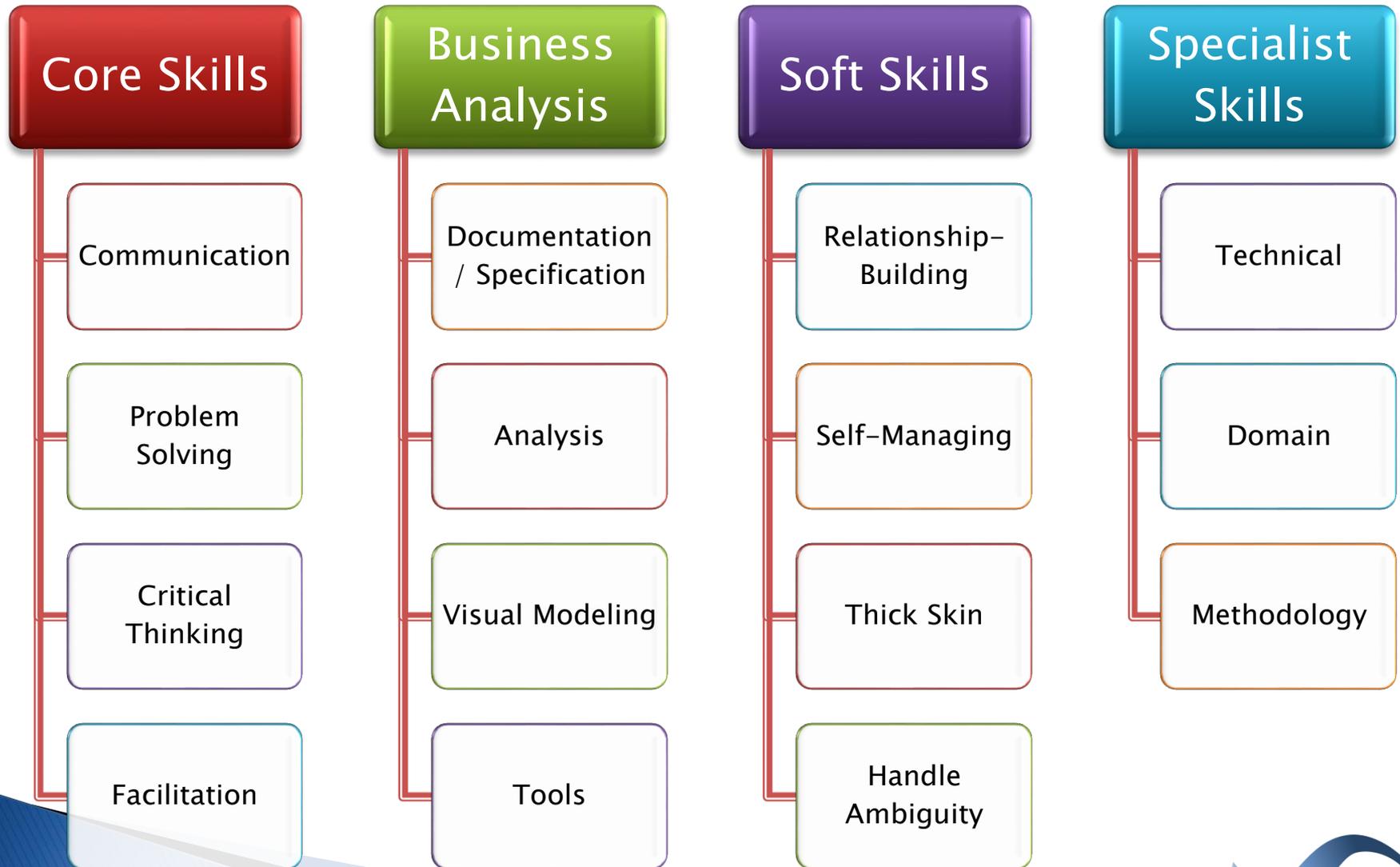
Business Analyst Job Roles



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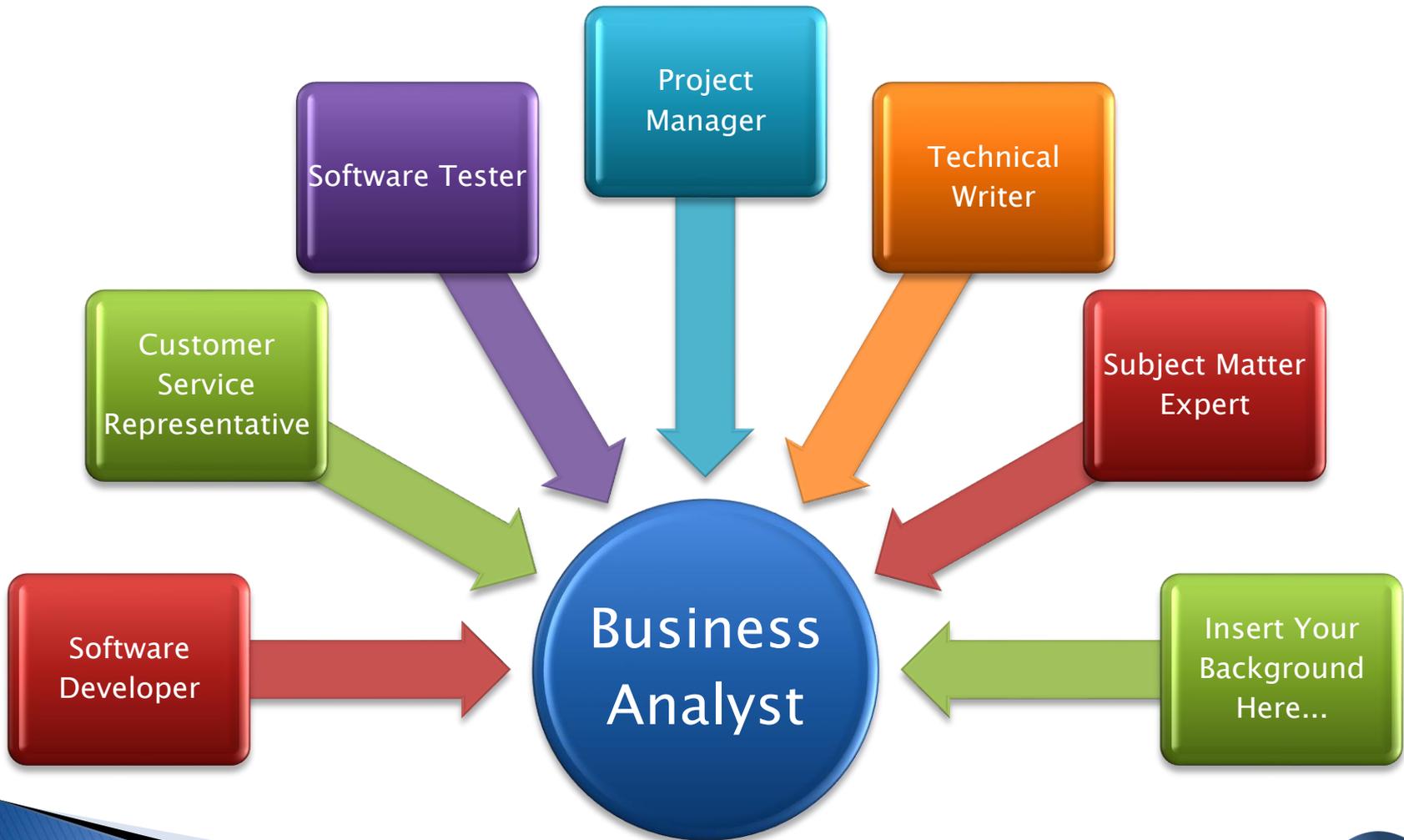
	Project/IT Executes projects	Transition/Functional Guides projects	Enterprise/Strategic Creates projects
Generalist	Business Analyst (Project) Management Consultant	Account Manager Business Consultant Customer Relationship Manager Management Consultant Portfolio Manager	Account Manager Business Architect Management Consultant Strategic Planner
Specialist	Agile Business Analyst Business Intelligence Analyst Business Rules Analyst Data Analyst Domain Expert (SME) Process Analyst Product Owner Requirements Engineer/Manager Systems Analyst (I)	Business Intelligence Analyst Domain Expert (SME) Functional Business Analyst Process Owner Product Manager Service Owner Systems/Solution Architect (II)	Domain Expert (SME) IT Strategist Process Architect
Hybrid	BA+PM QA, Development DBA Information Architect Product Manager Project Manager QA Analyst Systems Analyst (II) Usability/UXP	Mid-to Senior Management Product Manager Solution Architect (I) Systems Analyst (III)	CXO Enterprise Architect

Business Analysis Skills



Source: <http://www.bridging-the-gap.com/business-analyst-skills-important/>

You Have Transferable Skills



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Software Developer

Transferable Skills

- Project exposure
- Analytical
- Understand possibilities of technology
- Product knowledge
- Specifications

Opportunities

- Interact directly with business stakeholders
- Talk using business terms, lose the technical jargon

Customer Service Representative

Transferable Skills

- Communication
- Relationship-building
- Problem-solving
- Domain knowledge



Opportunities

- Champion a project to solve a customer issue
- Represent the customer on a project as SME
- Practice specifications
- Meeting notes

Software Tester



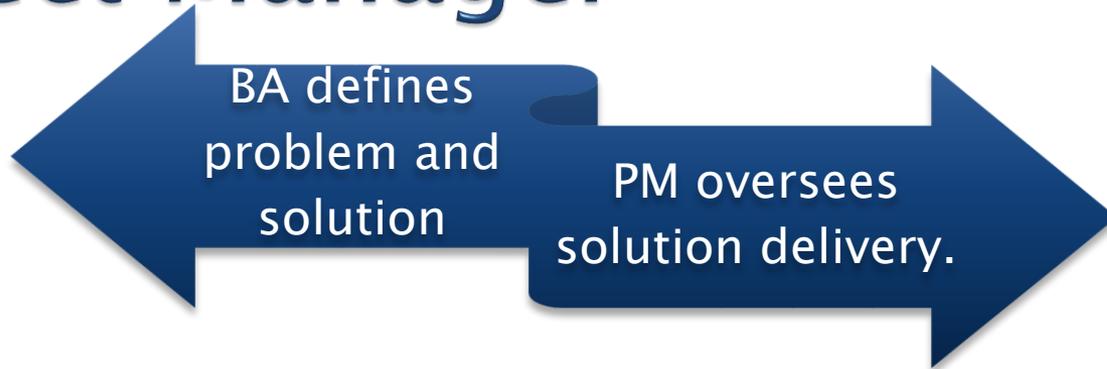
Transferable Skills

- Validating specifications
- Project exposure
- Written communication
- Critical thinking

Opportunities

- Interact with business SMEs
- Tackle solutions to big defects
- Talk using business terms, lose the tech jargon

Project Manager



Transferable Skills

- Communication
- Scope documentation & analysis
- *May actually be a BA!*

Opportunities

- Discover business problem & value
- Detailed analysis of requirements

Subject Matter Expert

Transferable Skills

- Business domain
- ▶ Potentially ~
 - Analytical
 - Communication
 - Facilitation
 - Specifications

Opportunities

- Contribute to project work
- Champion a project
- Detailed analysis of requirements

Technical Writer

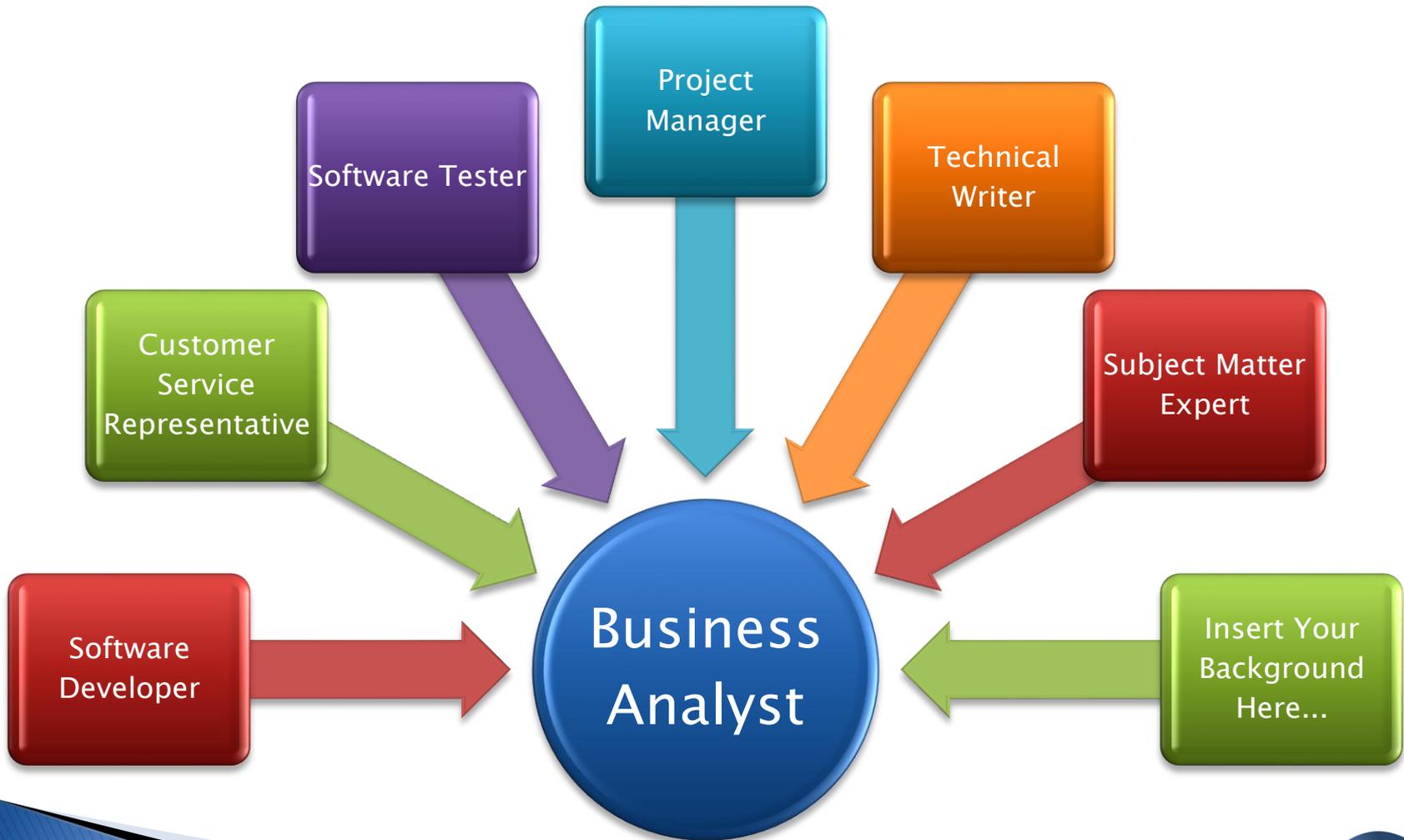
Transferable Skills

- Written communication
- Analytical
- Visual modeling
- Sometimes are doing requirements

Opportunities

- Proactive requirements discovery
- Requirements for tech specs
- Champion a project
- Facilitate working meetings

You Have Transferable Skills



Your Next Steps

Assess
Your Skills

Identify
Skill Gaps

Select
Appropriate
Learning

Apply What
You Learn

Business Analysis – It's Not Just a Job Title!

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www.bridging-the-gap.com/free-resources

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