

## Newsletter #2 2023

### Guest lectures by IIBA members at Hogeschool R'dam (HRO)

Last month at Rotterdam University of Applied Sciences (HRO), Business IT & Management students have started a field lab or a multidisciplinary (sem6) project. Parallel to this, the students are also trained. During three of the Monday morning classes, guest speakers on behalf of IIBA went through a theme from the BABOK.

First it was Sjaak Breijer and Robert Vissers from **Sogeti**. They have provided a dynamic seminar about "Context analysis". An important method in there is "interviewing". After the theoretical part, the students were put to work themselves. The interview technique was practiced in groups.

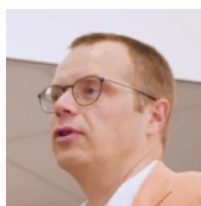
A week later, Bart Wijnen and Dávid Bodó of the **Randstad Group** gave a guest lecture on the central theme of "Requirement analysis and RLCM". Of course with BaBoK as a foundation. Also a session that was well appreciated by the students and HRO because of the content and the enthusiasm of both gentlemen.

On March 13, Dennis Geluk from **Divetro** will be in front of the group with the subject "Storymapping". This will include translating requirements into epics and user stories.

As an association that stimulates the field of Business Analysis, it is good to see how universities of applied sciences are paying more and more attention to our field of work. As IIBA NL, we have already shown - also at the HU - that we want to actively think along with the curriculum vitae of the field, as well as presenting guest speakers to bring theory and practice together.

If you have become enthusiastic after reading to be a guest speaker yourself. Let us know by sending an email to [info@dutch.iiba.org](mailto:info@dutch.iiba.org). We will then contact you.

On behalf of the IIBA NL Board, we would like to thank **Sjaak Breijer, Robert Vissers, Bart Wijnen, Dávid Bodó** and **Dennis Geluk** for their efforts to make these guest lectures possible.



# Session of Inspiration #4 - BA and Value chains

At our annual conference '22, Pieter Veeffkind (**Sogeti**) gave us a foretaste of 'Business analysis and Value chains'.

On March 21, we will take a closer look at the subject during Session of Inspiration #4. We do this based on our fixed SoI pillars:

- IIBA contents,
- Interaction and
- Exchange of practical experience.

Even if you were unable to attend the annual conference, you can of course join this fascinating knowledge session. Pieter will quickly get you up & running.



Do you want to be there? Which can! Register by sending an email to: [info@dutch.iiba.org](mailto:info@dutch.iiba.org).

Our Corporate Sponsor To The Point Company is our host this evening. They present themselves in Sponsor in the Spotlight (page 3).

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## The IIBA Annual Calendar 2023

Here is an overview of the events we currently have planned. We hope to meet you at one of the events.

- March 21 : Session of inspiration #4 - Value Chains (location Culemborg)
- April 4 : Session of inspiration #5 - The starting BA (location Utrecht)
- June : Session of inspiration #6 - Prosci (signed The Human BA Toolkit, Den Bosch)
- mid November : IIBA NL Annual Congress (location: TBD)

More information, see: <https://dutch.iiba.org/events-list>

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# Sponsor in the spotlight

## Who is the face behind To The Point Company?

During his career, Bas van Gils visited many clients where he was always amazed at the distance between the business and the IT departments. Over the years, it became increasingly clear to Bas that methods and techniques are important in communicating clearly about needs, but are not always a guarantee for successful implementations.

The soft skills are at least as important to make a valuable contribution. At that moment the conviction was born that business and IT can be brought closer together or even better, should be brought together!

With To The Point Company (TTP), Bas has established an organization that focuses on making business goals succeed through the successful use of information provision. And that is exactly what the field of business analysis focuses on.

Bas also thinks it is important that TTP colleagues also experience the freedom and responsibility internally, as they do when they are working on an assignment for a customer. The unlimited vacation days at TTP are a good example of this. We have a company to run together, but we realize that we can only sustain it if there is sufficient balance.

## Team

Bringing different teams, departments or domains together is not something you can do alone. Hence the slogan of TTP "Doing The Right Things Together". We actively seek cooperation with our customers and internally at TTP we also work together on various projects.

Werken voor To The Point Company voelt niet als werken!  
De juiste dingen samen doen met de opdrachtgever en daarnaast actief  
bijdragen aan de groei van To The Point Company zelf,  
dat zorgt iedere dag weer voor een glimlach op mijn gezicht.

Maarten Jansen

## Partnership IIBA Netherlands

And that cooperation also applies within the field with an organization such as IIBA, but certainly also with competitive colleagues. We think it is important to keep knowledge up to date and also to share it, the knowledge sessions are a good example of this. In addition, the IIBA knowledge sessions and the corporate sponsor meetings offer us great opportunities to network.

So for us it is actually a no-brainer whether or not we participate in the development and dissemination of our field. That is why we have been involved with and sponsor of IIBA Netherlands for so many years. We also think it's great that we can host the next Session of Inspiration again on March 21! Will we see you then?

Would you like to know more about To The Point Company? Please contact Bas (06-12381454) or Esther (06-58796648) or via our website ([www.tothepointcompany.nl](http://www.tothepointcompany.nl)). We are happy to tell you more about our fun organization!



## Impact over expectation

We gaan altijd voor een verandering met impact en werkelijke toegevoegde waarde, ook als we daarvoor het gesprek met onze opdrachtgevers moeten aangaan over de initiële vraag en verwachtingen.