#### Who am I?

#### and where do I stand in the wonderful world of business analysis?

Geertje Appel Utrecht, 2023

# Geertje Appel





#### BCS Advanced International Diploma in Business Analysis

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SD A

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Helder op het raakvlak van Business en IT









# Walking in the mountains

- Perspectives
- Metaphor for business analysis
- different routes, goals, toolkits

## Toolkit = Skillset

















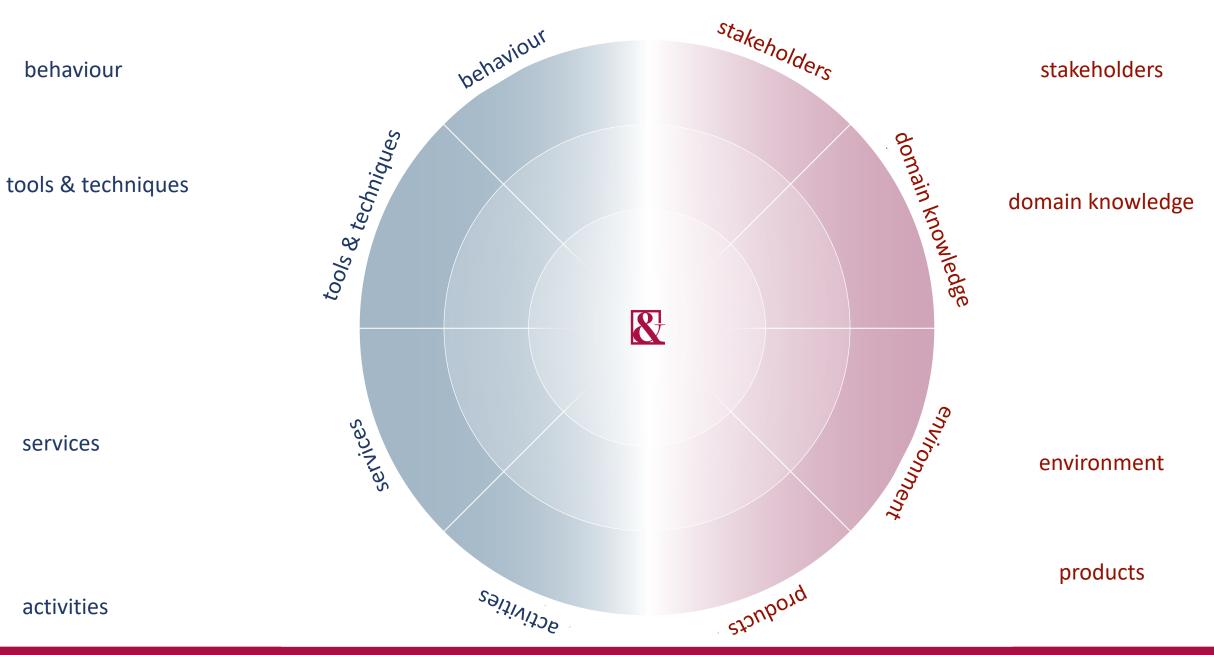
# Walking in the mountains...

The hut is the right place for everyone, no matter the route they have taken

Mountain hut gathering

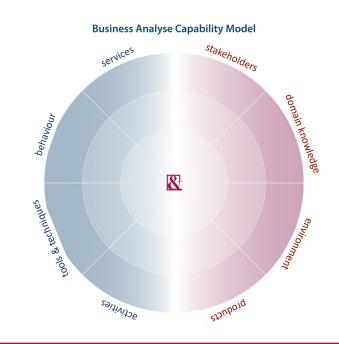
- different people different backpacks
- different routes daytrips, cabin tour, pilgrimage
- sharing stories encounters, difficulties, views,

#### **Business Analyse Capability Model**

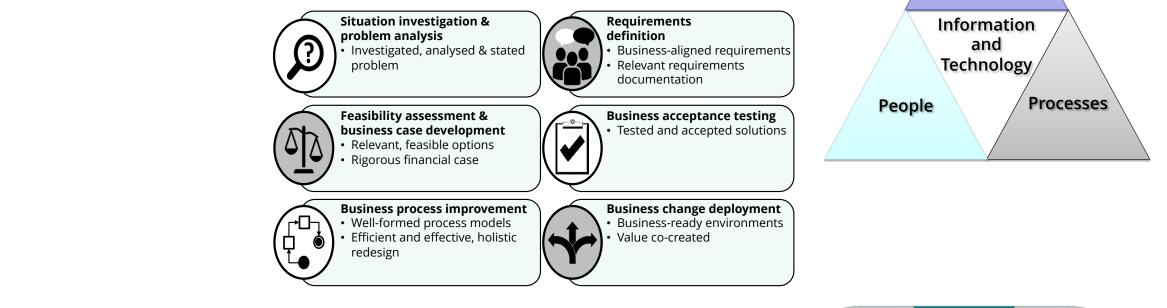


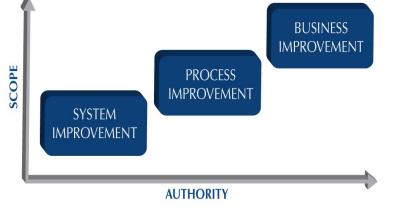
#### Introduction model

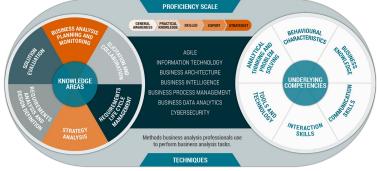
- perspectives
- areas
- inspired by (maturity model, BA service framework, waves...)



# Inspired by







Organisation

# **BA** capabilities

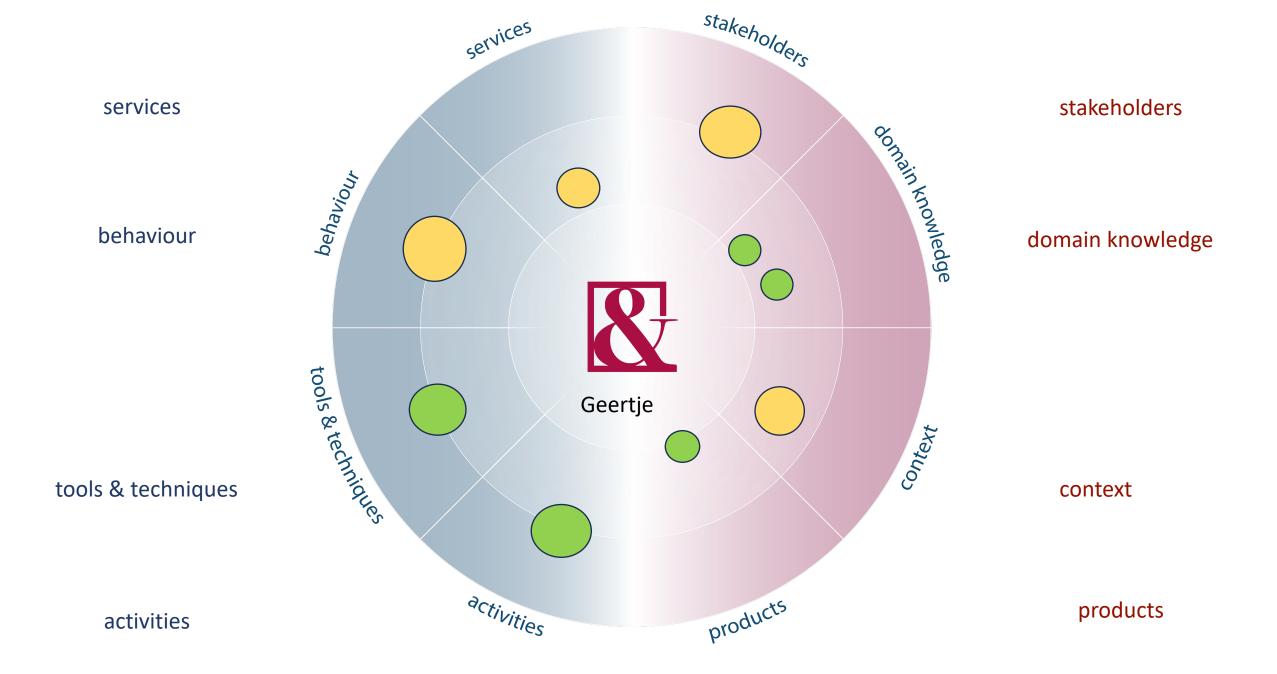
- T-shape
  - professional skills
  - personal qualities
  - business knowledge

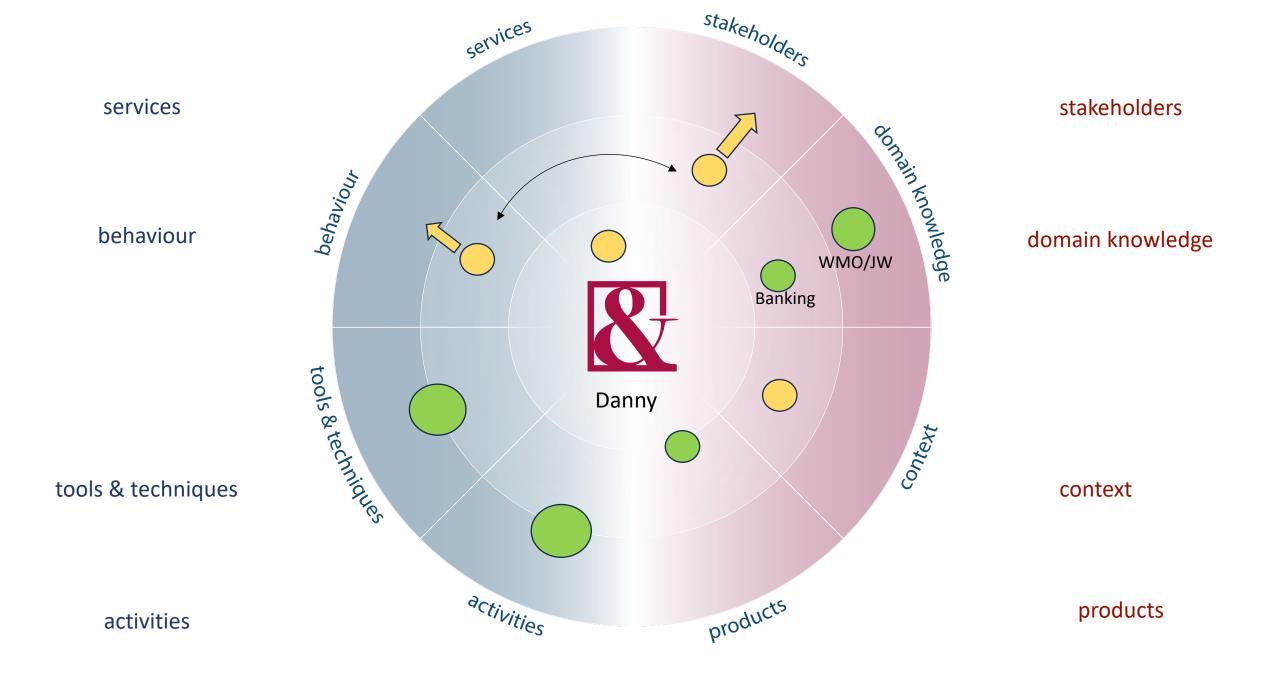
Personal qualities Communication Facilitation Business knowledge Domain knowledge Commercial awareness

Professional techniques Stakeholder analysis and management Requirements engineering Investigation techniques Data and process modelling

# The ideal BA?

- Different BA s, different Routes
- Dannys route vs Geertjes Route





#### To use the model

- As a Business Analyst
- As a BA team (chapter, guild, department,....)
- As a BA manager
- As an HR professional
- As a...

# To use the model as a Business Analyst

- Define your circles
- start with the left side of the model
  - what activities have I performed
  - what services have I delivered
  - which tools & techniques did I use
    - or what are my go-to techniques / tools
  - what are deliverables that I'm proud of
    - or what are my go-to techniques /tools

- On the right side of the model
  - In what kind of organisation do you work
  - On what organisation level do you work
  - What are your main stakeholders
  - What is the culture of your organisation
  - What is the size of your organisation



## To use the model as a BA Team

- Define your circles
- start with the left side of the model
  - what services do we deliver
  - which tools & techniques do we use
    - which templates/standards/WoW
  - what are deliverables that we deliver

On the right side of the model

- In what kind of organisation do you work
- What are the typical products that the organisation asks
- What are your main stakeholders
- What is the culture (size, style, approach) of your organisation

AS IS .....-> .....TO BE

### Questions, feedback, thoughts....



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