

How to Become a Business Analyst



**Laura
Brandenburg**

February 8, 2011

Vision and Mission

Vision

The world's leading association for Business Analysis professionals

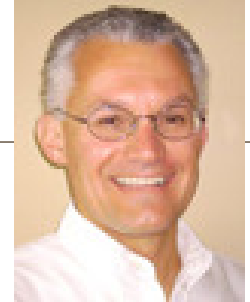
Mission

Develop and maintain standards for the practice of business analysis and for the certification of its practitioners

IIBA® is an international not-for-profit professional association for business analysts.

David P. Bieg

Chief Operating Officer



In February 2010, Dave Bieg became International Institute of Business Analysis's Chief Operating Officer after having held the role as a volunteer since June 2006.

With 28 years of experience in business and information technology, Dave has held many roles including, operating his own consulting and facilitation business where his team provided on learning, process and knowledge transfer strategies and solutions to achieve their client's business objectives. Dave previously worked General Electric and Lockheed Martin, where he served as a Program Manager as well as a Business Analyst and Systems Engineer.

Laura Brandenburg

IIBA® Career Center Product Manager

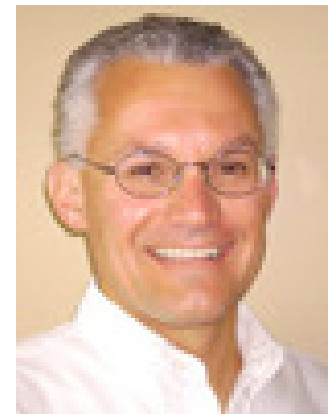


- Laura is the author of the eBooks *The Promotable Business Analyst* and *How to Start a BA Career* and an active blogger at Bridging-the-Gap.com. Beyond this and her role with IIBA, she is a practicing BA consultant, contractor and a former hiring manager.
- This program will run from 12 noon to 1PM EDT (UTC-4) on the second Tuesday of each month.

How to Participate

Join us on the air!

- Use the Question box to describe communication problems. Please
 - Start your question with “**MIC**”, “**NO MIC**” or “**TEL**”
 - MIC and TEL will be answered first!
- Short questions please!



5 Steps: Finding Your Path to BA

1. Build Your
BA Knowledge

2. Identify Your
BA
Experiences

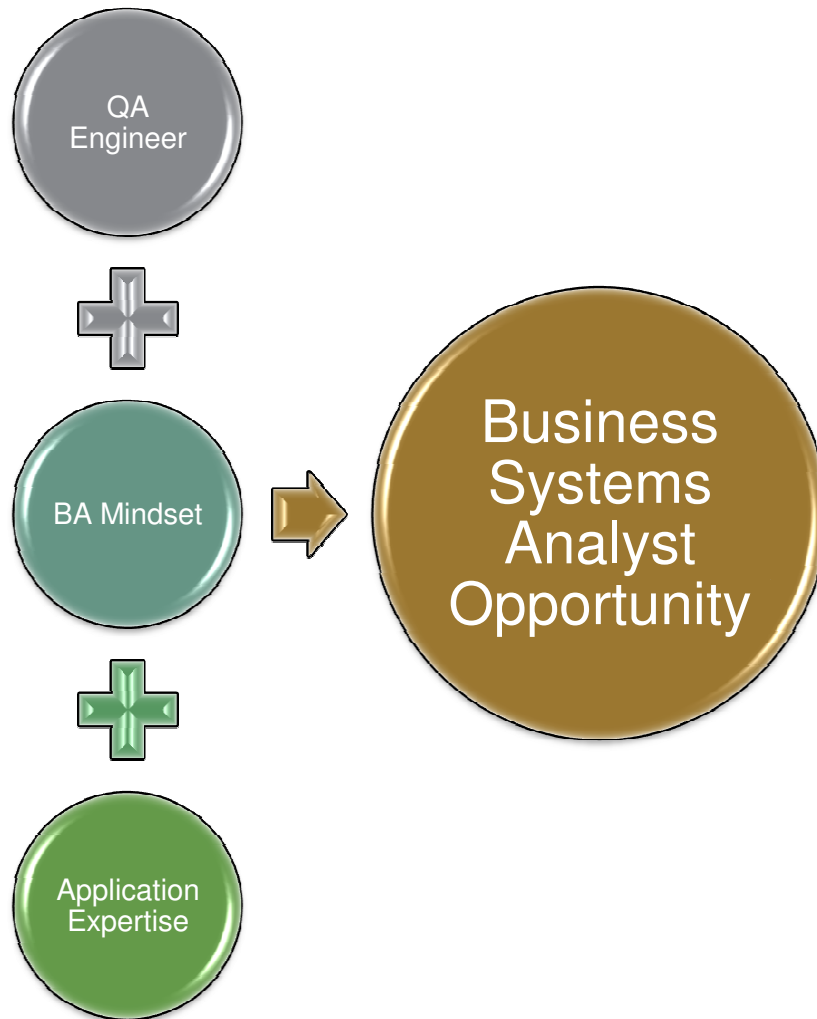
3. Identify Your
Leverage
Points

4. Build a
Development
Plan

5. Focus Your
Opportunity
Search

Build and Nourish Your Professional Network

My “Become a BA” story



“There is no one path to becoming a Business Analyst.”

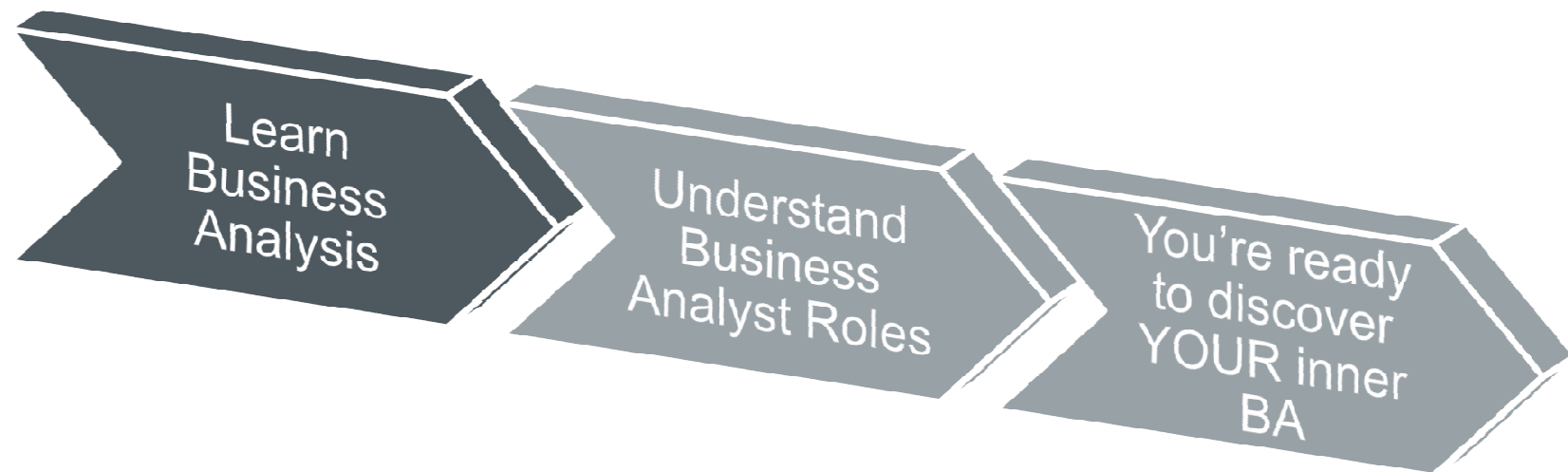
-Kathleen Barret,
IIBA CEO



*“The journey of a thousand miles
begins with a single step.”*

-Lao Tzu

Step 1: Build Your BA Knowledge



WARNING:
Don't get stuck here!!

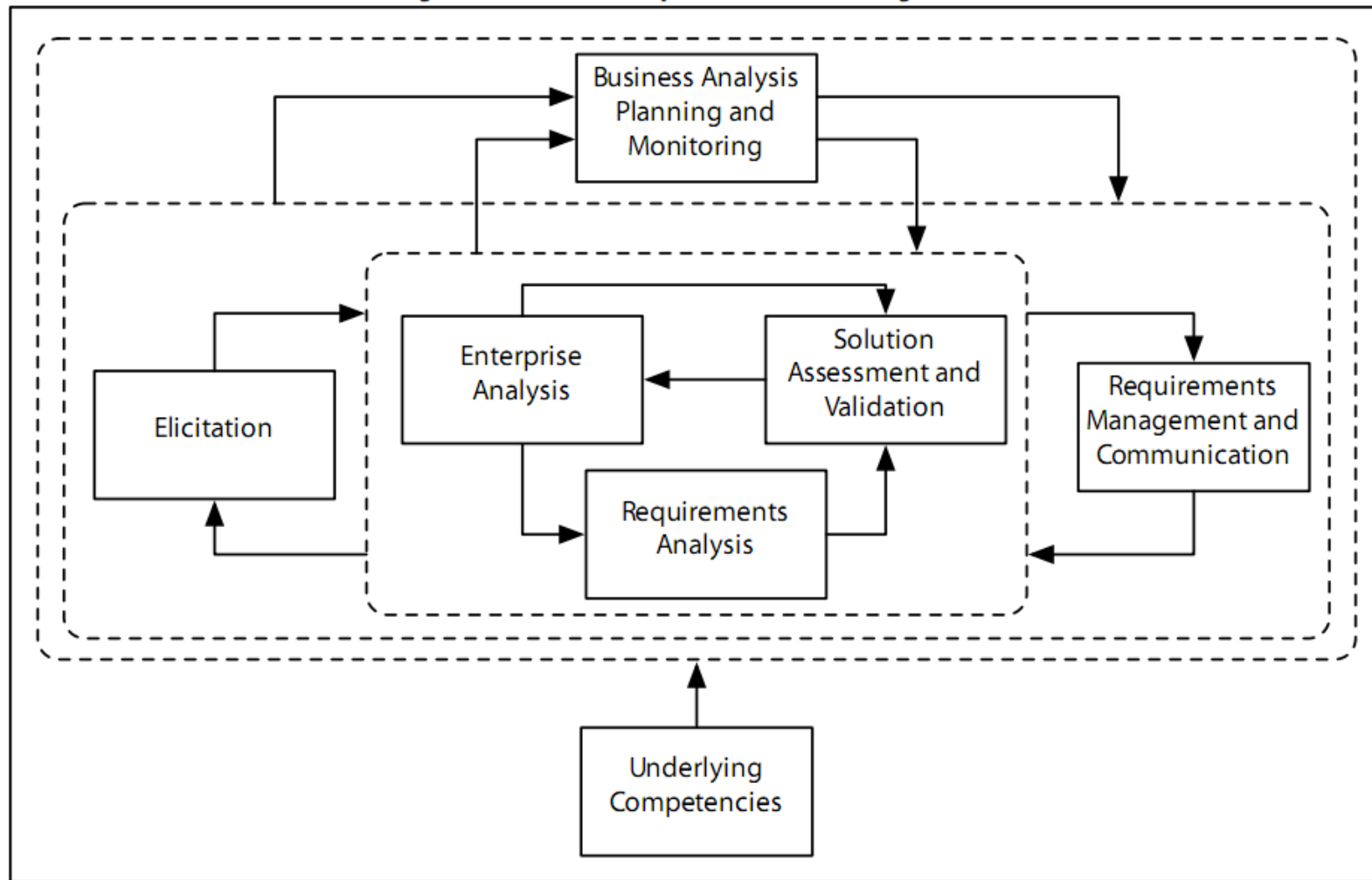
Business Analysis Is...

...the set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization, and to recommend solutions to enable the organization to achieve its goals.

-*BABOK*® *Guide*

BA Knowledge Areas

Figure 1-1: Relationships Between Knowledge Areas



A Business Analyst Is...

A professional who performs
business analysis activities

- A generalist
- A specialist
- A hybrid

-Business Analysis Competency Model v 2.0

How to Build Your BA Knowledge

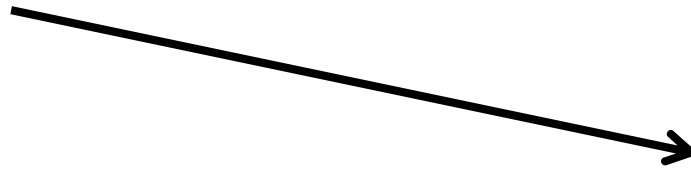
Leverage Your IIBA Membership

- Read the *BABOK*® *Guide* Introduction
- Read the role descriptions in the Business Analysis Competency Model
- Read *Seven Steps to Mastering Business Analysis* (available in IIBA Books 24x7 library)

Step 2: Identify BA Experiences



...you probably have more
experience than you think



~\$923 / year of
paid BA experience

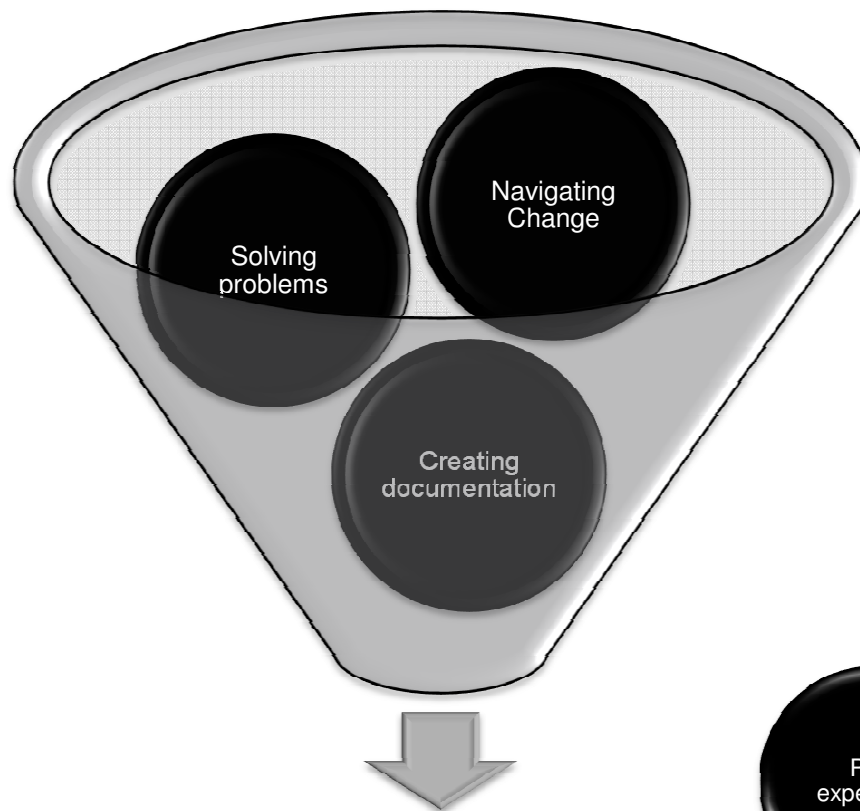
Why BA Jobs Require Experience

Look at the manager's perspective

- BAs are in direct contact with stakeholders.
- BAs deal with the unexpected.
- Successful BAs show a pattern of successful project work.

Long-term, IIBA will help build an entry-level career path

How to Identify Your Experience



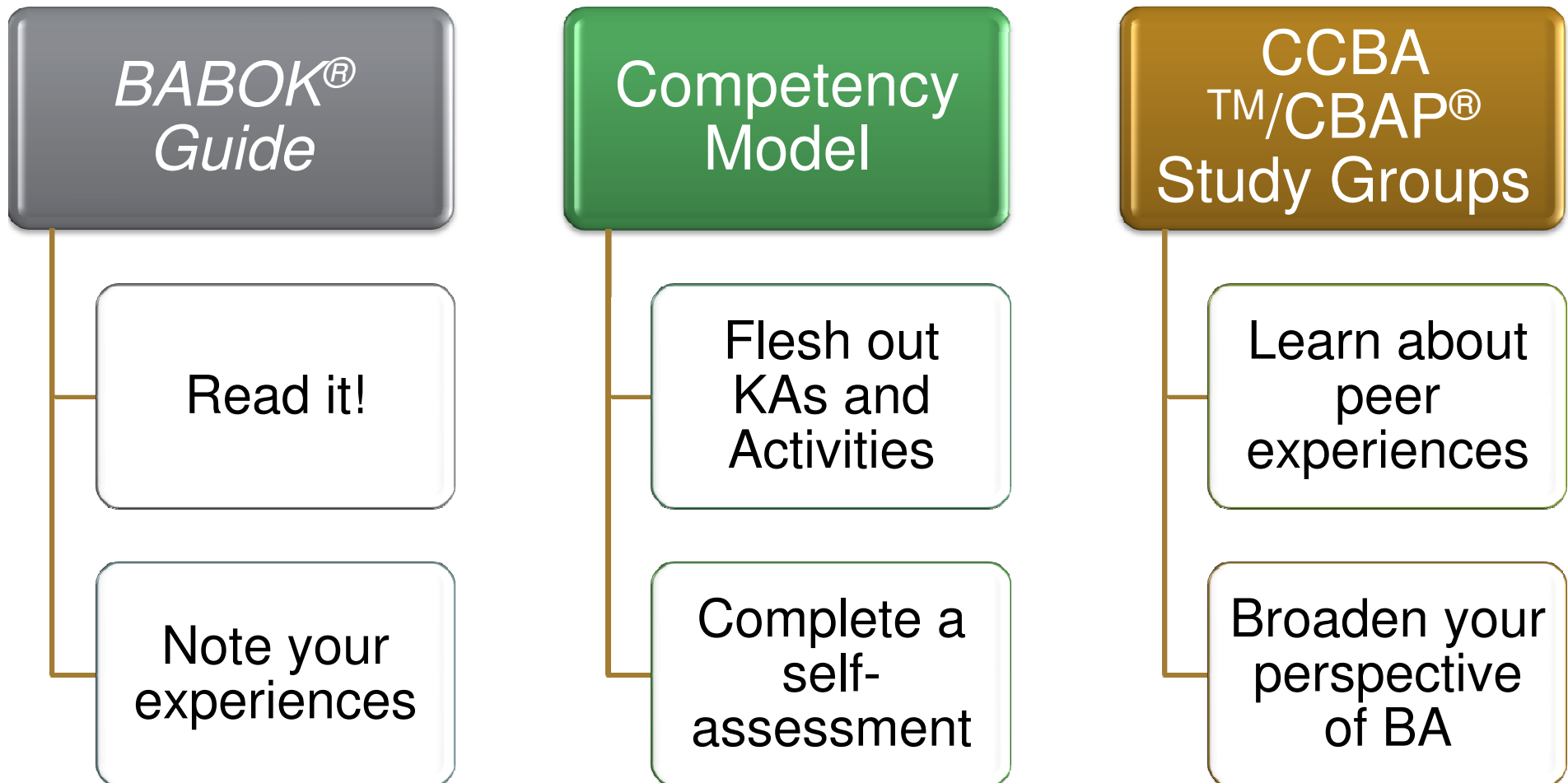
*Patterns of Successful
Business Analysis*

Dig deep

- ~Evaluate pre-BA roles
- ~Mine BA roles for BA Activities and Capabilities
- ~Informal “counts”



IIBA Resources



Step 3: Identify Leverage Points

Your “Soft Skills” Count!

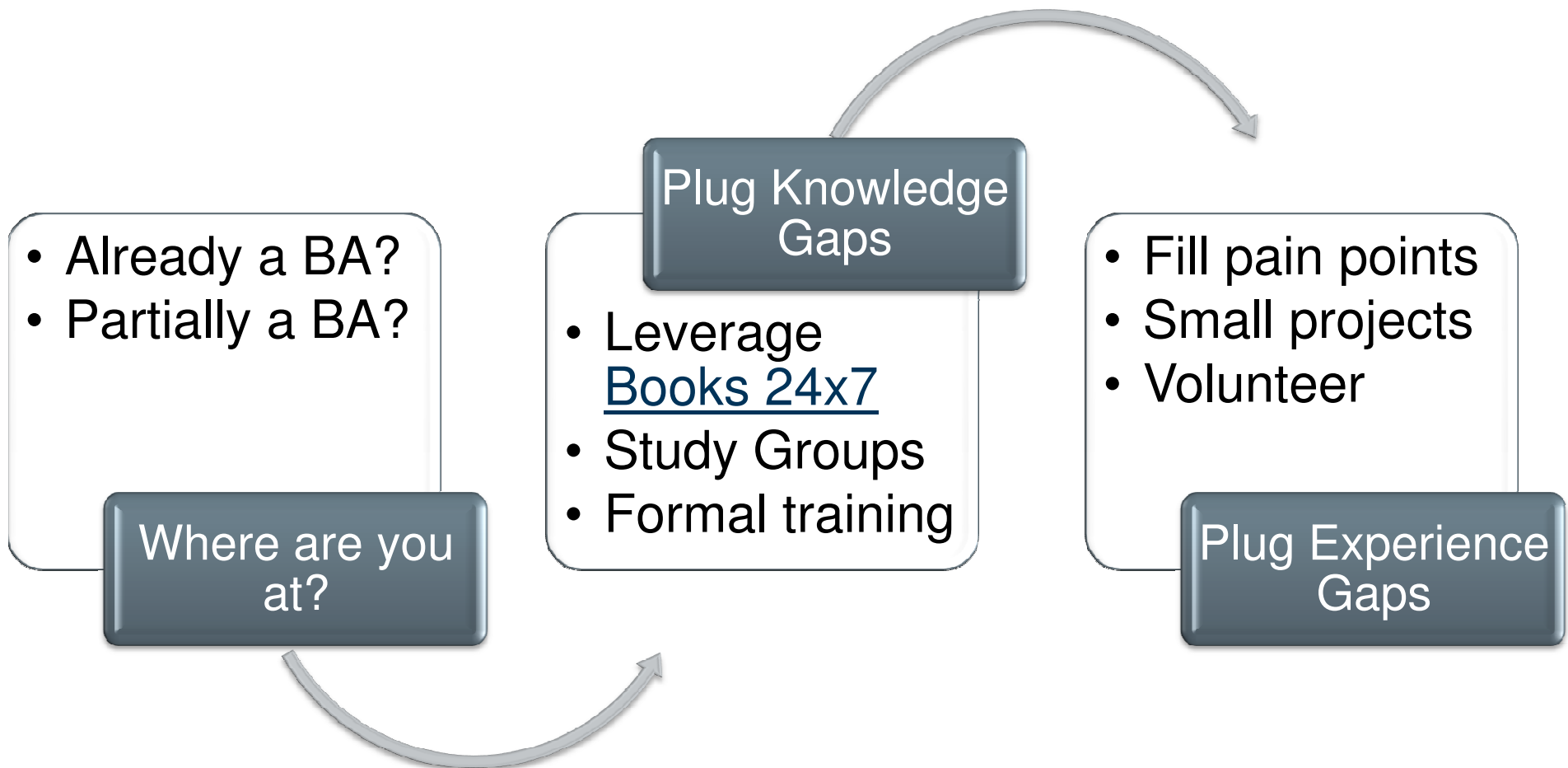
- Communication, & Facilitation
- Analytical Thinking, Etc.

Unique Areas of Expertise

- Organizational Knowledge and Practices,
- Application or Tool Knowledge,
- Industry / Domain Expertise.

• *Source: Underlying Competencies - BABOK® Guide*

Step 4: Build Your Plan



How to Build an Experience

This is easy and it's difficult...

1. Identify a pain point.
2. Identify one BA activity that would help.
3. Ask for the opportunity. (Or, just do it!!)
4. Make a difference.
5. Update your resume and repeat.

>>Work, Volunteer, or at Home

Step 5 – Focus Your Search

Leverage Your Qualifications

- BA background
 - Leverage points
 - Opportunities within your organization
-
- Check out Creating a Top-Notch Business Analyst Resume in the IIBA® Webinar Archive (September 2009)

Wrap Up

1. Build Your
BA Knowledge

2. Identify Your
BA
Experiences

3. Identify Your
Leverage
Points

4. Build a
Development
Plan

5. Focus Your
Opportunity
Search

Build and Nourish Your Network

Take one step *this week*

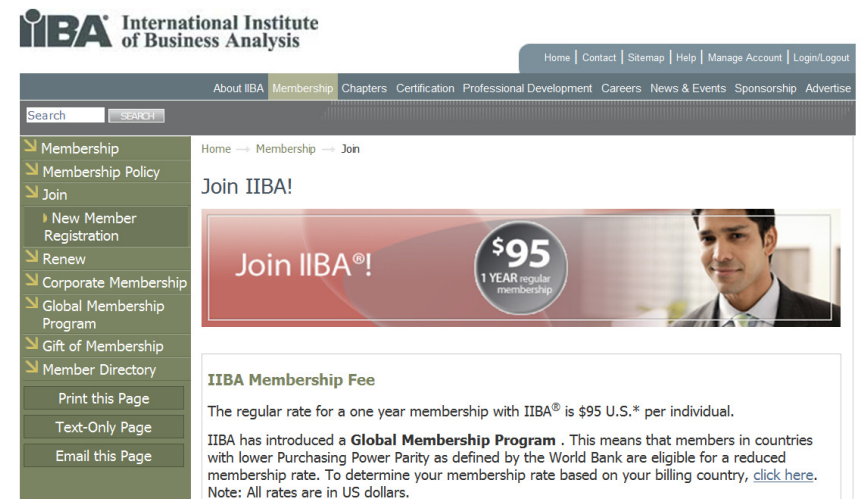
Leverage Your IIBA Resources

Sign-up: free Become a BA course

IIBA® Membership

Member Benefits include:

- Webinars – exclusive access to talk to authors and experts in the profession
- Books 24x7 – \$700 value, annually
- Quick Tips for Better Business Analysis™
- BA Connection Newsletter
- Free downloads of
 - *BABOK® Guide*
 - BA Competency Model
- Discounted fees for the CBAP® Exam



Being a BA Webinars – Call In

- Each program in the Being a BA series gives IIBA members a chance to ask experts for advice on topics such as technical excellence, the BA career, managing BAs, and more. These programs are call in shows, with an hour to talk with an expert in his or her specialty.
- Participation qualifies for **1 CDU in category 2D** (Professional Development)

Effective Communication

- **Patricia Davies, Halina St James and Julian Sammy**
 - **First Tuesday** every month at 12pm ET
 - March 2011 Topic: **Giving Feedback**

Your Career

- **Laura Brandenburg**
 - **Second Tuesday** every month at 12pm
 - Feb 2011 Topic: **How to Become a BA**

Technical Excellence

- **Tom Karasmanis, IIBA Chief Architect**
 - Last Tuesday every month at 12pm ET
 - Feb 2011 Topic: **the Business Case for the Business Case**

More Info and Registration:

<http://theIIBA.org/PD>

Being a BA Webinars – Spotlight On...

Partnering For Project Success: PM and BA Collaboration

The Spotlight On... webinars are single-topic shows that focus on one element of business analysis. They will vary in format and focus from month to month, including panel discussions, longer-format learning (2-4 hours), and multi-part webinars spread over days or weeks. The dates and times for these programs will vary from month to month.

Noon ET with **Elizabeth Larson** on **Wed March 9**

- As the importance of both business analysis and project management increases, how can the two best work together? Project Managers (PMs) and Business Analysts (BAs) need to build strong working relationships based on respect and understanding of each other's work. A strong partnership between these two roles can significantly increase the likelihood of project success.
- Learning Objectives
 - Describe the key areas of work which are in both the PMBOK® Guide Fourth Edition and the BABOK® Guide Version 2.0
 - Highlight potential areas of conflict between the BA and PM
 - Discuss effective work strategies for BAs to build a strong partnership with the PM

More Info and Registration:

<http://theIIBA.org/PD>

iIBA® International Institute of Business Analysis

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Laura Brandenburg

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