



# 10 Lessons from 10 Years in Business



Laura Brandenburg, CBAP



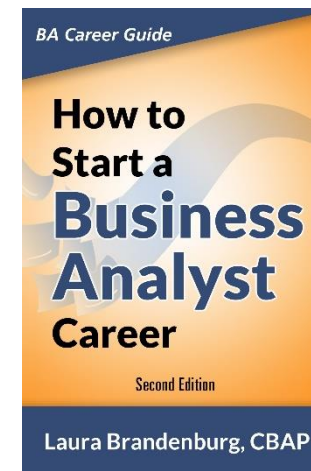
Paula Bell, CBAP

# About Laura Brandenburg, CBAP

- ▶ 15+ years in the business analysis / technology space.
- ▶ Before founding Bridging the Gap was a director—level manager, consultant, and contractor, as well as a full-time BA.
- ▶ Author of the best-selling book: *How to Start a Business Analyst Career*



Founder and CEO,  
Bridging the Gap



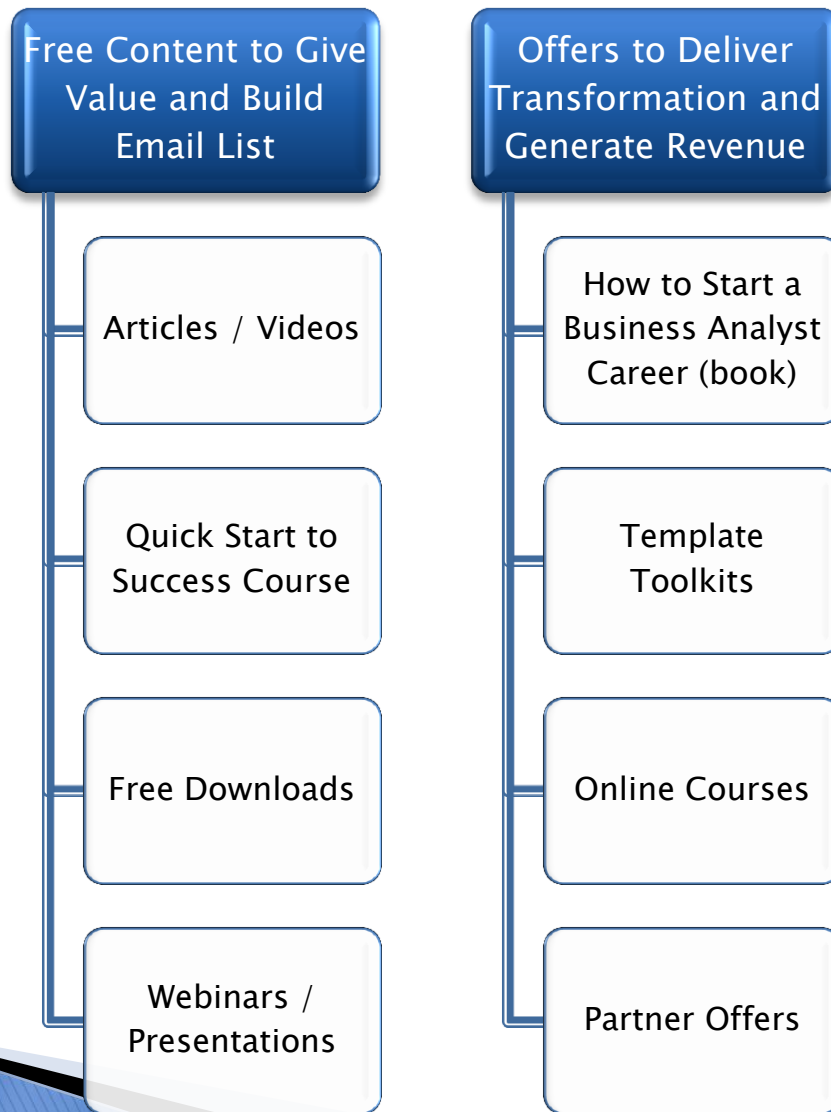
# About Paula Bell, CBAP

- ▶ 20+ years in the Project Management & Business Analysis space.
- ▶ Has done multiple roles in this space (developer, project manager, business analyst, tester, trainer, and more)
- ▶ Owns and operates Paula A. Bell Consulting, LLC. This year marks 17 years.
  - Coaching & Consulting on a wide array of topics: Project Management, Business Analysis, Leadership, Diversity Inclusion, Self and Career Development.
- ▶ 2<sup>nd</sup> Degree Black Belt in Martial Arts.
- ▶ Mother of 14-year old twins.



Program Manager,  
The Business  
Analyst Blueprint™

# The Business of Bridging the Gap



(Use the coupon code **BTG10** to receive 10% savings our on-demand courses and template toolkits through October 31, 2018.)

# 10 Year Timeline (2008-2013)





# 10 Year Timeline (2014-2018)

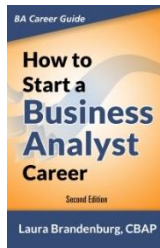
Delivering  
Instructor-Led  
Courses



2015 - How to Start  
a Business Analyst  
Career, 2<sup>nd</sup> Edition



2015 - BA Essentials  
Master Class



2016 -  
Comprehensive  
course updates



2017 - The  
Business Analyst  
Blueprint



2018 - Scale and  
Impact



# 10 Lessons Learned

*“A man’s growth is in direct proportion to the amount of truth he can accept about himself.”*

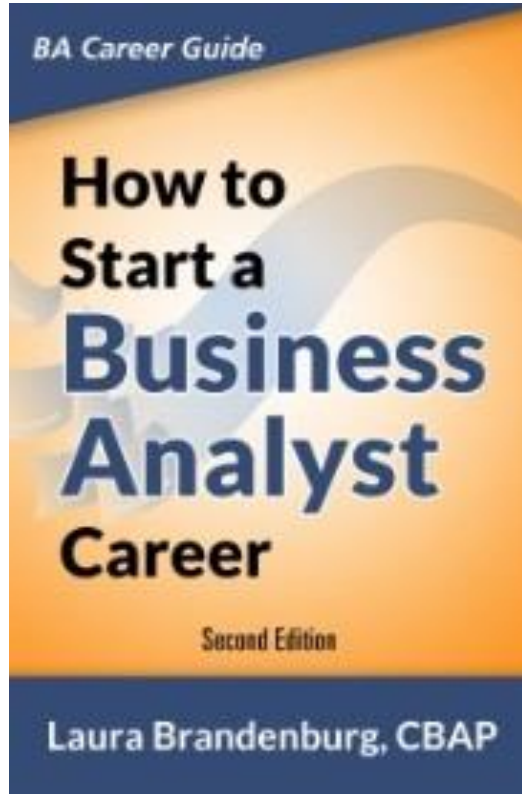
# #1 – Listen to Your Community



- Questions
- Challenges
- Data



# #2 – Solve a Burning Problem



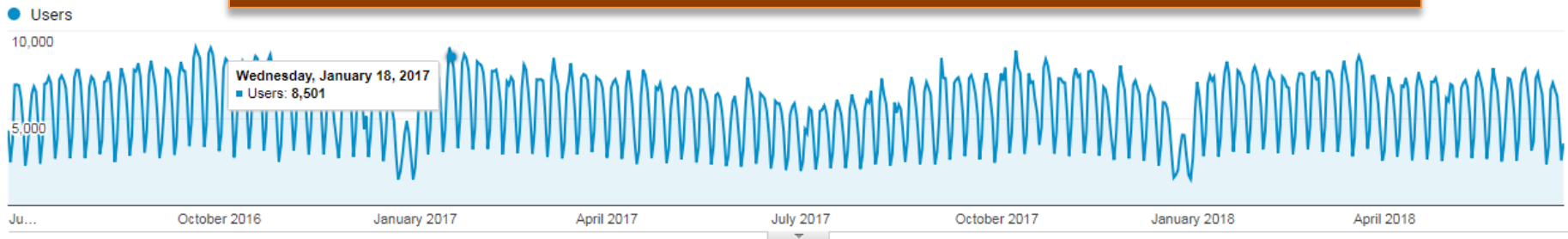
# #3 – Be Passionate

**We build our  
profession one  
BA at a time.**



# #4 – Give Value First

*Past 2 years of search traffic*



	Users ? ↓	New Users ?	Sessions ?
	3,249,951 % of Total: 100.00% (3,249,951)	3,220,650 % of Total: 100.00% (3,220,649)	4,499,353 % of Total: 100.00% (4,499,353)
1. Organic Search	2,856,588 (87.27%)	2,820,775 (87.58%)	3,868,610 (85.98%)
2. Direct	339,883 (10.38%)	337,776 (10.49%)	505,925 (11.24%)
3. Referral	44,115 (1.35%)	35,894 (1.11%)	63,935 (1.42%)
4. Social	26,709 (0.82%)	22,080 (0.69%)	47,690 (1.06%)



# #5 – Be Visible, Perfection Not Required



# #6 – Receive Help & Support

Hire team

- Start small.
- Expand incrementally.
- You can delegate more than you think.

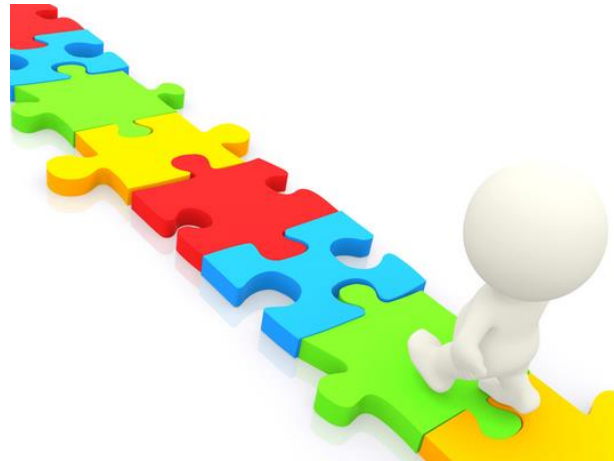
Focus on  
your genius  
work

- What are you best at?
- What do you love to do?
- What generates \$\$\$?

# #7 – Clear Your Money Blocks

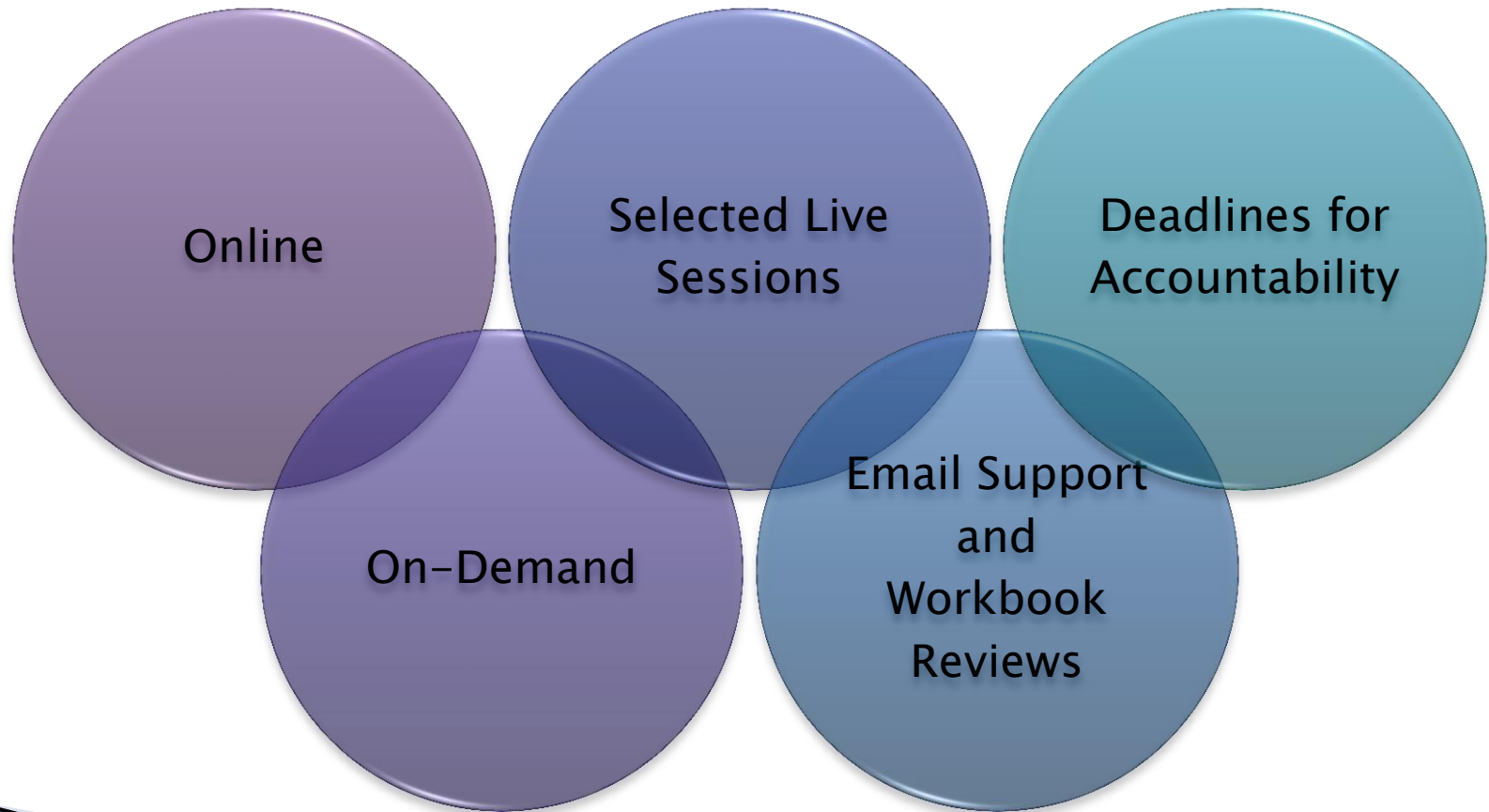






# #8 – Invest in Your Development

# #9 – Choose a Business Model that Serves You and Your Clients



# #10 – Think Big.





# Questions



**EEP Code (for PDU): E81966**

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- ▶ Twitter: [@LLBrandenburg](https://twitter.com/LLBrandenburg)
- ▶ Also connect with me on LinkedIn!

**Reminder:**

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