FULL-TEXT VIDEO TRANSCRIPT

Hello, this is Laura Brandenburg from Bridging the Gap. This video is designed to share all the details about The Business Analyst Blueprint® training program. I'm going to walk you through who it is for, and who it is not for so you can make an informed decision about joining the program.

We run live sessions of this program twice each year – once in the spring and once in the fall. Our participants have achieved some amazing results for their organizations and in their careers. In this video, I'll share a few of their examples so that you can see how our learning model works.

In each session, we get a little better. We make improvements and adjustments and analyze and improve just like good business analysts do.

I also want to invite you to stick with me because our learning model is unique and what I would consider best-in-class in the industry. There's nothing out there like it. Because there's nothing out there like it, it might break some conceptions of what you're expecting. Part of the reason I'm sharing this video with you today is to walk you through exactly how it works, how it creates results for you in your career, and the kind of support, encouragement and accountability you can receive when you join a program like this and take the next step with us.

WHAT IS THE PURPOSE OF BUSINESS ANALYSIS?

Before we dive into all of that, let's step back and take a look at why business analysis? What do we do as business analysts?

This is the Bridging the Gap Manifesto that I wrote when I founded Bridging the Gap back in 2008.

This is our mission at Bridging the Gap. It's to help people doing work like this get better at their work.

One thing I want to say, not everyone who fills this role on a project actually has the title of business analyst. A lot of people that we help through our programs are in hybrid roles, specialized roles, or are project managers, software developers, or process analysts. They have a different job title, but they're doing the work of a business analyst and they know that they can add more value by getting even better at that work.

Out of chaos, we create order.

Out of disagreement, we create alignment.

Out of ambiguity, we create clarity.

But most of all, we create positive change for the organizations we serve.

At times, they may not be aware of the role that they're filling. You may just be learning about this now and realizing that there is a profession and training available to get even better at what you do intuitively to be more successful on your projects. Business analysts exist all over organizations. Most organizations have at least one business analyst in some sort of role, but not always with the actual title.

WHAT IS THE VALUE OF HAVING TRULY HIGH-FUNCTIONING BUSINESS ANALYSTS IN YOUR ORGANIZATION?

First, you're going to ensure that your organizational resources are invested in solving those true, real business problems. The right problem. "What problem are we solving here?" is the first question a good business analyst asks on their project. When we ask that question and stay true to that question throughout the project, we end up delivering a result that creates a positive return on your investment.

What would your organization be like if every project had a positive return on its investment? You'd be constantly growing and expanding and getting better at what you do.
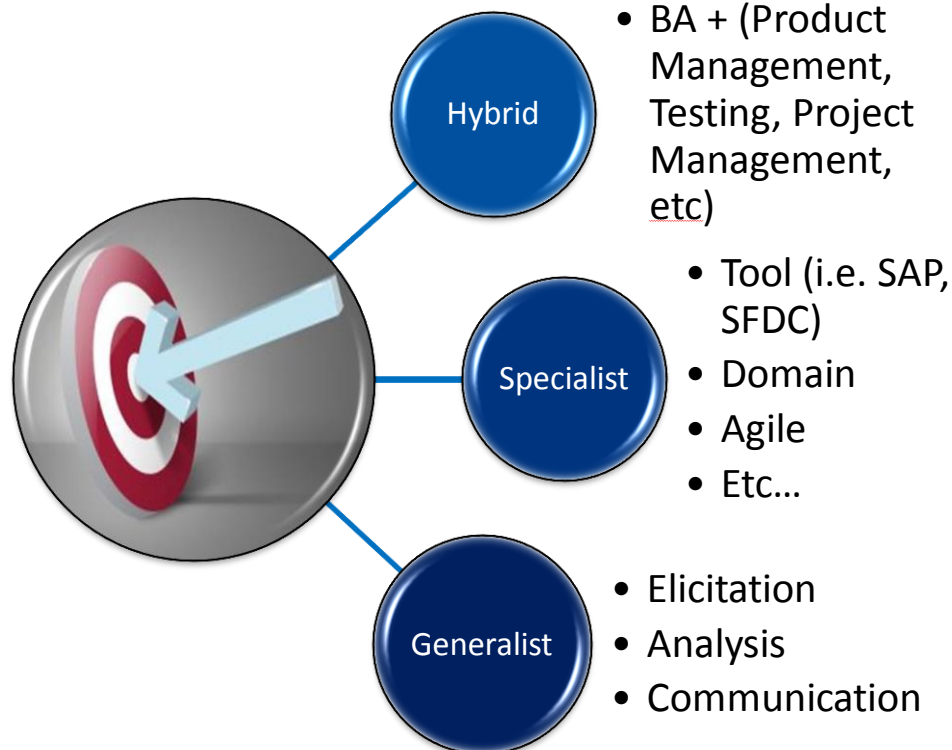
The second thing is they facilitate clear communication. The business analyst's goal is to ensure that all project participants from all across the organization from business to technology get on the same page about the solution. That solution includes, yes, the technology, the software, the systems that need to be implemented, but also the process changes that need to be made. We need to make sure that we're clearly communicating, especially between business and IT to make sure everybody understands their role in achieving that return on investment.

Finally, business analysts help facilitate more streamlined faster decision-making processes when it comes to the requirements of a project. One of the ways that projects get slowed down is the software team is ready to build something, but they don't know what to build because the business hasn't made up their mind yet. A business analyst is jumping right into those key decisions figuring out what needs to be made, what information needs to be gathered to help make that decision in helping those business stakeholders make those decisions so that projects can move forward more effectively and more quickly.

JOB ROLES IN BUSINESS ANALYSIS

Now, I mentioned this before but I just want to highlight it that, again, there are many different job roles within business analysis.

Hybrid

- BA + (Product Management, Testing, Project Management, etc)

Specialist

- Tool (i.e. SAP, SFDC)
- Domain
- Agile
- Etc...

Generalist

- Elicitation
- Analysis
- Communication

Hybrid

Not all BAs are "pure BAs." We see a lot of hybrid professionals in the industry, which means they're doing some business analysis and something else. That something else could be product management, the person in charge of your user or customer-facing product in your organization, or could be an agile product owner.

We see BAs also doing testing; testing that the solution meets the requirements that they specify. We see BAs in project management roles. That's a very common hybrid role where a project manager, because there is no separate business analysis function within the organization, is also doing business analysis.

The hybrid role can also fall to a subject matter expert, say, a business stakeholder, and it can fall to a software developer as well. There are lots of different blends that can happen that would make up a hybrid role.

Specialist

We also see specializations. Specializations can be in a tool or a business application like SAP, or Salesforce.com where, as a business analyst, you need to know that business application and that the features and functions available in that application because you're analyzing business processes and requirements to improve how your organization uses that application.

We also see specialists within a specific industry domain where you have to know the language and the tool set and the standard processes within a specific industry in order to be successful in those roles.

Agile is another specialty where you're communicating and collaborating with your technical team in a specific way writing user stories, which we teach in The Blueprint, as well as using a product backlog and working in a different way on that team. It's a specialization of business analysis when you are working on a team like that.

Generalist

And then we have this category of generalist roles where you're truly valued for your core business analysis skills in elicitation, in analysis, in communication. These are the least common roles in the job market often where it's specialized in some way or a hybrid in some way, but they do exist; these pure business analysts that are working on different projects in different domains throughout the organization.

The one thing I want to say about this is no matter where you are in these roles, there's a key set of fundamental business analysis skills that are important to success. That's what we cover in The Blueprint.

Let's look at what we cover in The Blueprint, specifically, because that's what you want to know what you are going to learn. What am I going to take away from this program? What will I be able to do differently when I'm done with this course?

WHAT'S COVERED IN THE BUSINESS ANALYSIS BLUEPRINT®
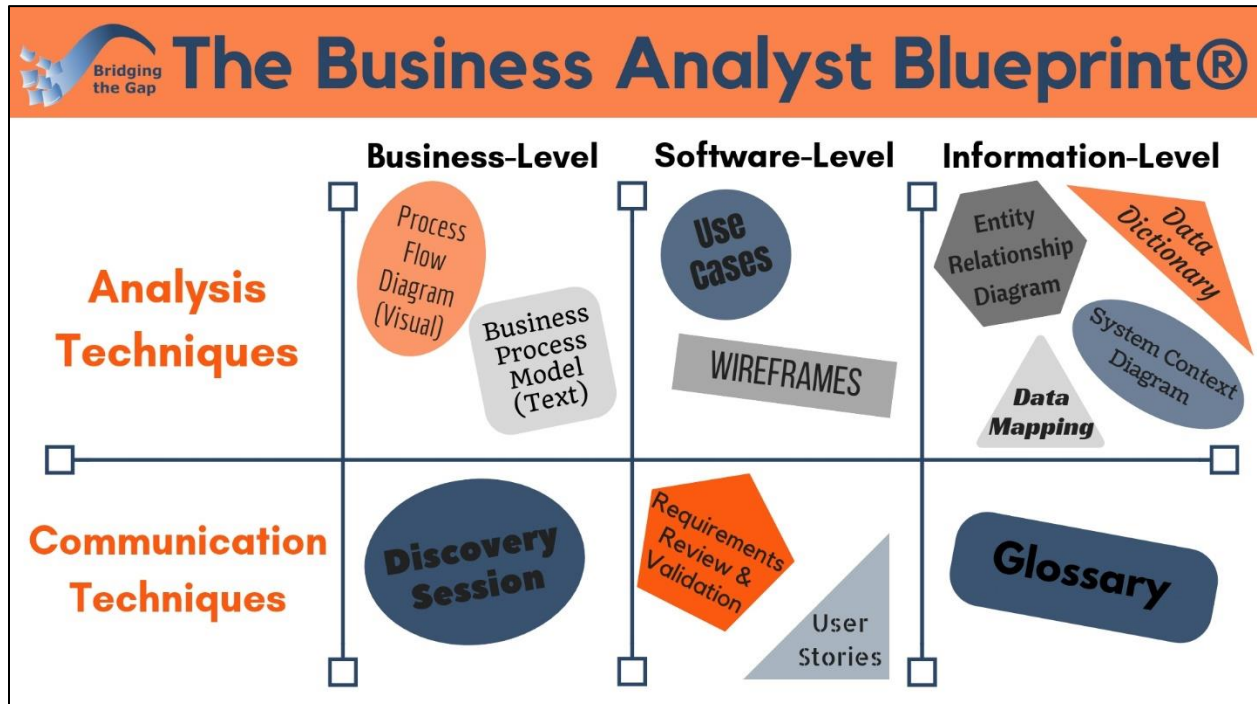
In The Blueprint training program, you receive training and instructor guidance on all of these techniques. If you look, we break them up into three ways across the top and then two ways across the side.

Across the top are the different levels or perspectives that are important to look at the different requirements. We're often as BAs are blamed for "missing requirements."

One of the most common reasons we miss requirements is that we're only looking in one perspective. When we're looking at multiple perspectives of the requirements, we're more likely to pick up a requirement in one perspective that we missed in another.

The other way we split this up is by analysis and communication. Analysis is what we do, what we create – the templates and the techniques we do like the output. This is what we see. Quite honestly, most BAs focus mostly on this area. What do we actually create? Can you just give me a better template for that?

Part of the reason we miss requirements is that we don't actually have the right information from our stakeholders. We create the requirements, but we don't communicate them effectively to the software development team. They build the wrong thing anyway. That's why we cover both analysis techniques and communication techniques in The Blueprint because we need to know how to analyze the requirements. We also need to how to make sure that everybody is aligned on what those requirements

are. That's how we help make decisions more quickly, and that's how we get everybody on the same page.

Let's just talk briefly about these different perspectives.

Business Level

The business level, this is your business process.

> ➢ How does business flow in your organization?
> ➢ What are the steps that your business users go through to complete work and add value to your organization?

Here we teach workflow diagrams as well as a textual business process model that helps you uncover details that you miss when you're just looking at that high-level process flow diagram. It also gives you some powerful questions to ask which you'll use in these discovery sessions where you're looking at what is our current state process and how can we improve it.

Software Level

Next is the software level. This is where you get clear on what the software does.

This does not require you to be a developer and you do not need to know how to code. I don't know how to code. I don't code software. I've written hundreds of use cases in my career as a business analyst. But you do need to get a certain level of specificity about what the software needs to do.

What does the user do and what does the software do in response? That's what a use case teaches you to do.

It's a powerful analytical tool and if you do keep missing software requirements or have your software development team complaining that they're not quite sure what they're supposed to be building. Learning and applying this skill can make a huge difference.

We also teach wireframes because often the best feedback that we're going to get from our stakeholder community is not on reading the text, but in seeing some sort of visual. A wireframe just shows what one possible version of the software might look like.

You'll often get a lot better information when you're brainstorming and working through wireframes with your business users and they'll give you better idea of what they don't want that can help you figure out what they do want.

From a communication perspective in this module, we cover reviewing and validating those requirements with your business community and your software team to make sure everybody's truly on

the same page. We also cover how to break up what you've discovered in your use case, and analyzing your use case into a product backlog and user story for those BAs who are working on agile teams.

Information Level

Finally, let's talk about the information and the data level. This is where you learn to structure how information is stored in your organization. We teach you techniques here that help you get clear on what the key concepts are, how those business concepts relate to one another, what information is stored in what systems in your organization, and how those systems need to talk to each other.

Again, this is not at a technical level. It does feel a bit like a technical skill set, but it enables you to have conversations with your database developer or your data architect to represent what the business wants out of their information, out of their data in a way that they will be able to build the database.

Again, I never learned SQL as a BA, but we teach you the core concepts of how relational databases work – which is often when BAs learn SQL, that's the piece that they needed to know. You'll learn the structures and the framework and concepts of how databases are put together so that you can use that information to inform your requirements.

This helps you avoid missing requirements because data migration/data exchange requirements are one of those often overlooked aspects of the requirements and when you get to the end of the project and the data's not right. That's what can cause those huge delays at the end. So business analysts that understand these techniques are going to help you avoid a lot of problems like that.

3 FOUNDATIONAL FRAMEWORKS AT BRIDGING THE GAP

One thing I want to say about The Blueprint is it's one of three foundational frameworks at Bridging the Gap. The other frameworks are the 8-Step Business Analysis Process and The Business Analyst Success Path.

8-Step Business Process Framework
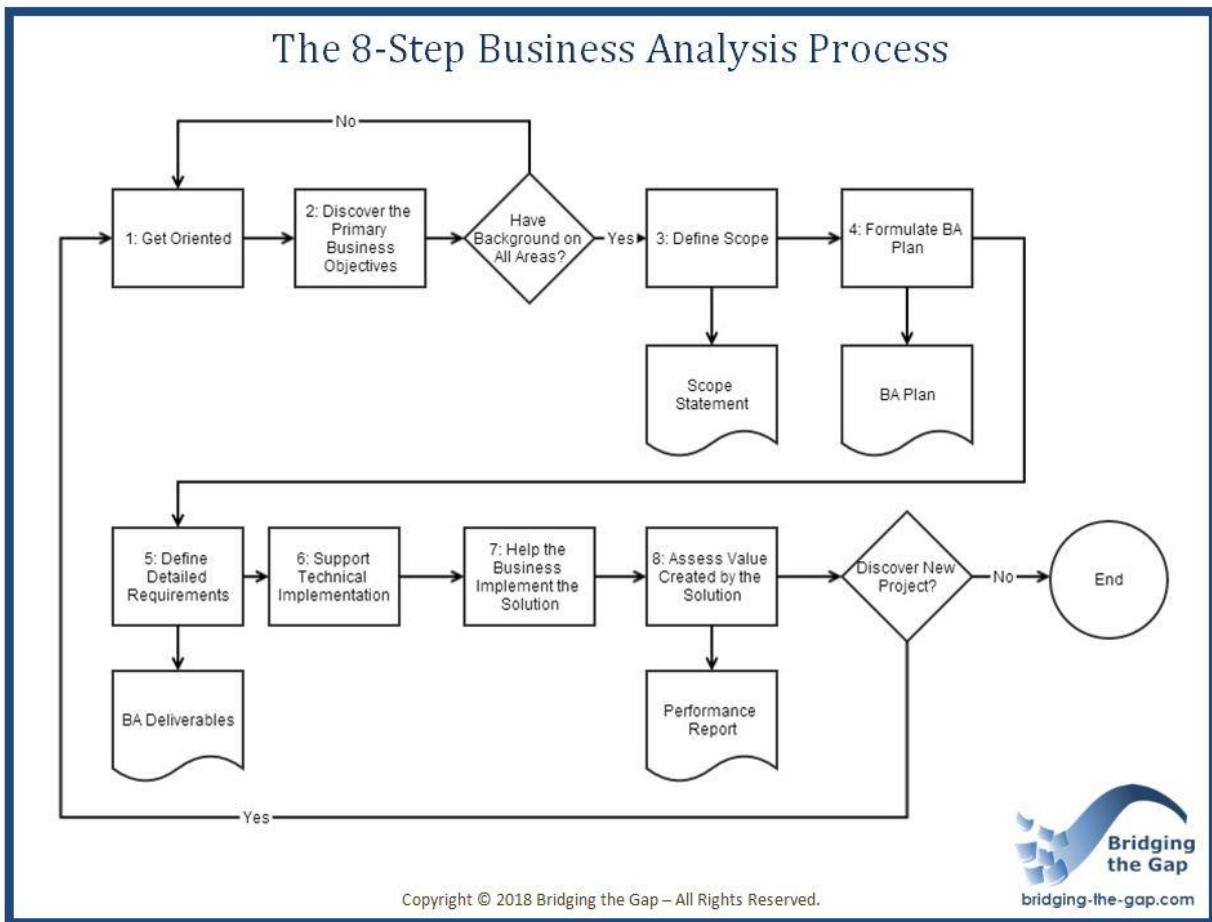
The 8-Step Business Analysis Process is a framework that you go through on a project as a business analysis to be effective. You get started with little to no information. You define the business objectives, get clear on the solution scope, get into those detailed requirements, support the business and technical teams, and you finish by assessing the value that was created by that solution.

We cover that framework in our BA Essentials Master Class, and there's a bit that we do in The Blueprint as well, which I'll share when we get to the program details to give you an introduction to that so you have the process framework at your disposal as well.

We've talked about The Blueprint, which is a specific technique that you need in your toolbox to be effective in the business analysis process. While you're discovering those business objectives, you might need to analyze a business process in order to figure out what the problems are that you need to solve.

While you're getting into those detailed requirements, you're going to be using all of these techniques to look at the data requirements, the software requirements and what your processes will be.

While you're collaborating with your business team to make sure they understand how to be effective, you'll be using those business process documents and updating them to reflect how the software solutions have been built to make sure that your business users know exactly what they need to do to use that new system in the most productive way. Again, it's the keys that get you the ROI on your project.

The Business Analyst Success Path
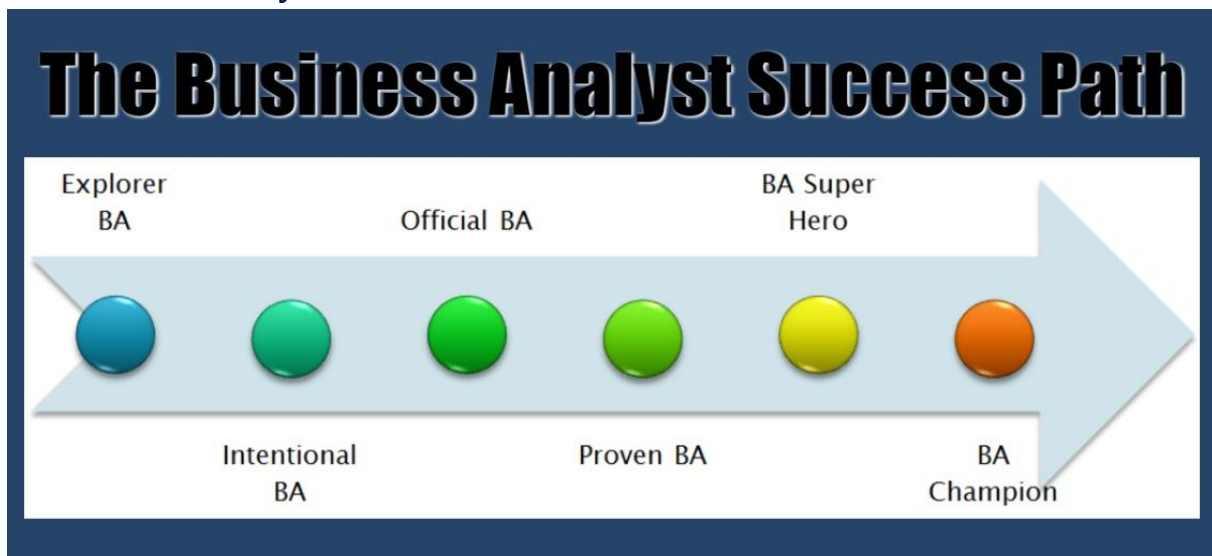
So, let's talk about the Success Path. This covers the stages that an individual business analyst goes through from just starting to explore the profession to being a champion who guides and mentors other BAs and sets up the structures for success.

We help BAs go through the success path in our Circle of Success career coaching program. That's a separate membership program to The Blueprint. Often, if you are just kind of finding this now, starting with The Blueprint makes a lot of sense. Let's talk about how it makes sense in the different career levels that we cover in the success path.

HOW THE BUSINESS ANALYST BLUEPRINT® TRAINING PROGRAM IS RELEVANT AT DIFFERENT CAREER LEVELS

Explorer Business Analyst

If you're just exploring the profession, quite honestly, The Blueprint is a bit of overkill in terms of a training program. There are other ways to learn what you learned about business analysis. I recommend starting with my book, *How to Start a Business Analyst Career*, and making the decision if this career a good fit for you or not before you make an investment like the investment required for The Blueprint.

Intentional Business Analyst
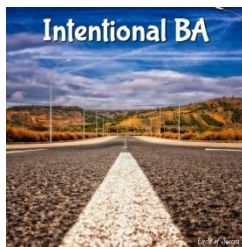
The Intentional BA is the business analyst who has decided, "I am going to be a business analyst and I am pursuing this with intention." What differentiates them is that clear decision that they're going for it.

It doesn't mean that you're, necessarily, in a business analyst role, but it does mean you start intentionally using the techniques now to expand into a business analyst role. An intentional BA who is going through The Blueprint will be using these techniques even outside of a BA context and will be learning the techniques, applying them in their role.

We've had some BAs volunteer outside of their organizations. You get the experience, and I'll share some of those examples, too, but you're using that as a leverage point to get yourself in to more of an official business analyst role.

Official Business Analyst

An official BA is someone who has applied industry standard best practices in their role, who has their first title, who has their first official BA position, but they may not have been assigned BA work before. They may not have a very robust toolbox. When you're in an official BA role and you've got that first position, something like The Blueprint can help you make sure you've got the tools and the instructor feedback and the validation that you're doing the thing that you've been hired to do.

Proven Business Analyst
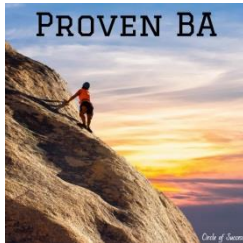
A proven BA has applied those industry standard best practices, has gone through a few projects, and has a consistent track record of results.

What happens sometimes is that you get there without formal training. Your success can also be reliant on understanding the toolset, understanding the domain, or one of those specializations that we talked about.

Then you go to try to switch domains or switch applications and you feel like a fish out of water. Everything is different. What you realize is that what you really need to strengthen to be successful in multiple different domains and environments are those core fundamental BA skills. If you've gotten to be a fundamental BA without the benefit of formal training, The Blueprint will give you confidence to get to the next step.

BA Super Hero

Let's talk about super heroes. Super heroes have been successful in multiple different environments. They've had success in different domains. If you got here without the benefit of formal training, which is not uncommon when you don't even know that there's a profession that exists, you feel like you're making it up as you go along and you often feel pulled in multiple directions. Everybody wants you on your project and how can I possibly clone myself?

When you go through a training like this, you will learn how to clone yourself because you'll see here are the techniques that I've been using. Here's what creates success for me. Now I can start to mentor and train others because I see the techniques, I understand how they work, I understand how I've been applying some industry-standard best practices in my work which gives me the confidence to show other people what to do as well, which takes you into that champion role.
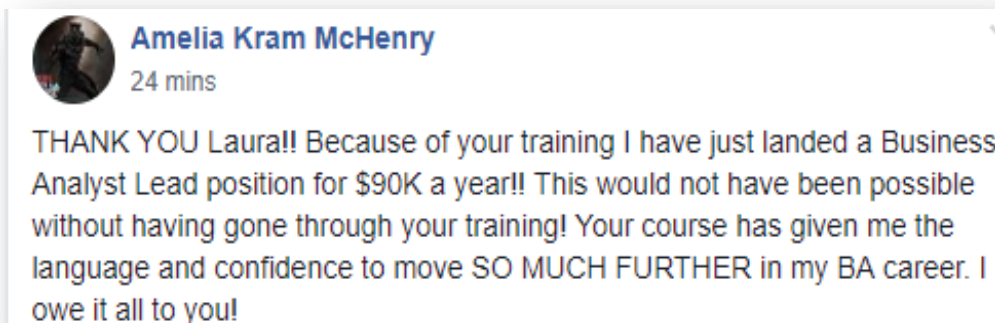
AMELIA MCHENRY – FROM TECHNICAL WRITER TO LEAD BA

Let's talk about a couple of examples of how this works. First we have Amelia McHenry. When Amelia joined The Blueprint, she was in a technical writer role and she would be an example of an Intentional BA.

She became an Official BA within a few months of finishing the program. She landed her first official business analyst job role.

Actually, let me take that back. She was in an interesting situation. She was a technical writer prior to being in The Blueprint and then she was in her first "official" role. She had the title, but she didn't have the responsibilities. When she went to apply what we learned or what we were teaching her in The Blueprint, which is a big part of the benefit of the program, she didn't have a process to analyze. She didn't have a use case to write. Even though she was in the title BA role, she volunteered outside her organization with another organization that her husband was working for to get some of those experiences in a professional setting.

Amelia Kram McHenry
24 mins

THANK YOU Laura!! Because of your training I have just landed a Business Analyst Lead position for $90K a year!! This would not have been possible without having gone through your training! Your course has given me the language and confidence to move SO MUCH FURTHER in my BA career. I owe it all to you!

That moved her into that second official role where she was much more of an official role. She had the full responsibilities, it was in a consulting practice – she was on a contract for that consulting practice. Much higher level of responsibilities.

A few months after that, she moved into this business analyst lead position getting a huge salary bump and is now on her way to being more of a Proven BA because she's seen business analysis now from multiple different perspectives.

ANNETTE RICHARDS – FROM LEAD TO MANAGER IN 6 MONTHS

What if you are more senior already? Annette Richards is a great example of how The Blueprint can be relevant when you're already more senior.

I would say Annette was in a Super Hero level when she joined The Blueprint. She knew that she could personally be successful, but she needed that level of confirmation that she knew what she thought she knew. That's the kind of confirmation you get with the instructor support that we provide in The Blueprint.
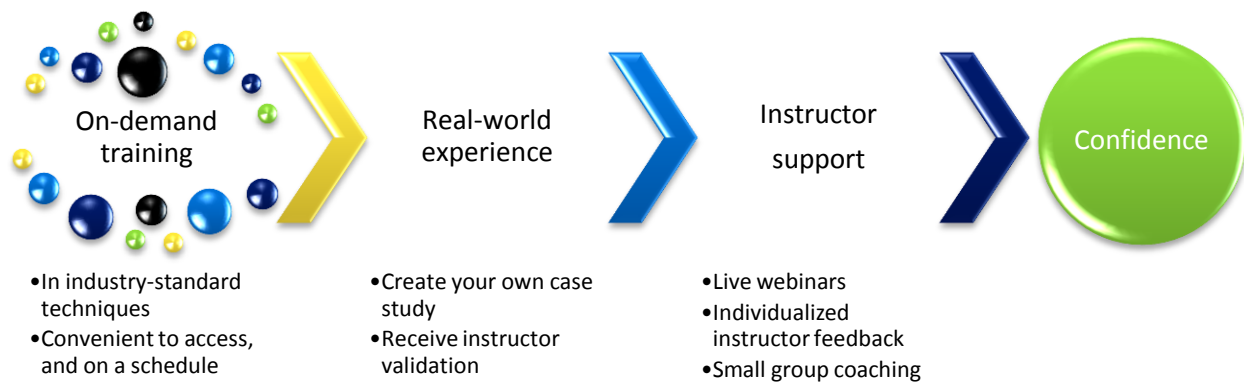
Within six months of completing The Blueprint, Annette moved from a lead role into a management role and she has a team of 10 or more BAs that she has hired and trained from the ground up.

They are new junior BAs that she is teaching to be effective in creating the structures and the processes and the methodologies to enable them to be effective. She's leveraging what she learned in The Blueprint in order to do that.

HOW THE PROGRAM WORKS

How does this program actually work?

There's a combination of on demand training, real world experience, and instructor support. Let me talk about each of these in order.

On-demand training → Real-world experience → Instructor support → Confidence

- •In industry-standard techniques
- •Convenient to access, and on a schedule

- •Create your own case study
- •Receive instructor validation

- •Live webinars
- •Individualized instructor feedback
- •Small group coaching

On-Demand Training

On-demand training, all of those techniques that I shared in The Blueprint, there are lessons, in video, audio, and full-text transcript format inside the course portal. We release those on a schedule throughout the program. You get to learn and see those industry standard techniques and how to do them. This is the learning material.

Along with the videos, we'll often provide either a template or a checklist or some swipe files – whatever you need to apply that technique right away in your work and to make it as easy as possible for you to get started with your application. All of that material is convenient to access. We do drip it out on a schedule, but you can go through it whenever it works for you. Some people use their lunch break, some people do binge watch on the weekend. Whenever you have time, you can go through that on-demand training.

Real-World Experience

When you were in The Blueprint, you create your own case study. The reason we do this is because when you go out and apply these techniques in your real-world situations – and again, that doesn't have to be in an official business analyst role; we've had a lot of participants apply outside of a business analyst role – you are going to see nuances and gain confidence that you don't gain when you worked on a case study that we created for you. Fictional case studies are great for practice but they don't get you further in your career.

It's the real world setting that gets you confidence, and that you can talk about in job interviews or as you are looking to get prompted into a BA role.

Instructor Support

An important piece of this is it's not just that you're doing this practice on your own – you're getting instructor validation of your work.

An instructor will review your workbook and provide you with some feedback, really individualized throughout the program. We have lots of instructor support in the program. We have live webinars throughout the program both to help you choose your projects that you're going to work on, answer your questions, and build a sense of community from our participants.

We also have individual instructor feedback so you can individually email our instructors and you will receive an emailed response to that question, your specific question. It's private – nobody else sees that, which a lot of people like to ask questions in an individual way rather than in a group way.

We also have Instructor Hours for small group coaching. If you're getting stuck on something and the email support isn't quite enough, you can call into one of these pre-scheduled calls, with usually just four or five people on the call, and you're going to learn from the questions that other people have and what they're going through and the feedback they're getting on their workbook, and you also have the opportunity to talk to the instructor specifically about where you're getting stuck in your work as well.

At the end of the program, you also earn 36 professional credits. That's adequate both for your IIBA® certification or your PMI® certification.

AN IDEAL PARTICIPANT

What does an ideal participant look like? You need to be ready to commit to The Blueprint process to get to the next level. This is not like sit in the room and get some credits and maybe absorb a little information. There is a true process here that we walk you through and help you achieve. It's the process that gets people results like we saw with Amelia and Annette.

An ideal participant will value that individualized instructor support. Being able to get feedback on your work and your business analyst work and get your questions answered.

You're energized by the business analysis role. You like this or you at least think you're going to like this and are excited about it. We're doing the work here. If you're not energized by it, it's not the right program for you.

You do need to communicate well via email and phone. This is an online program so we communicate with you via email and via webinars where you can call in. You don't have to be on video, but you do need to express yourself through those two mediums. It's not an in-person course.

Related to that, an ideal participant absorbs information well online. There are some benefits to that, too, because unlike an in-person course where if you miss something, that moment is gone. In an online course, you can just go through that video again or go back to the transcript to refer to a key point.

In Amelia's case study she talked about how when she was in her first role as a BA, and she was going back to one of the course materials and writing those questions down and using those questions to plan out a discovery meeting with her stakeholders, but then she was acknowledged as a ready to go business analyst and impressed them with her knowledge and the questions she asked.

You can go back to those again, and again, and again.

THIS PROGRAM IS NOT FOR YOU IF...

Now, the program might not be for you and there's some clear ways to know it's not for you, too.

If you have absolutely no professional history. For example, a recent college graduate or still in your college program, it's not a great program for you. We do emphasize on-the-job experience even if it's

not in a business analyst role, and that's going to make the most sense even if you have at least some professional history to draw from.

We do have participants who are unemployed when they participate in the program. I'm going to share an example of that in a bit. It's definitely possible to be unemployed and benefit from the program. We've had quite a few participants find their first job while in the program or soon after. It's a great career boost from that perspective as well.

Again, if you're only just exploring business analysis but not really committed, this is a big program, a big investment to figure that out.

Another pattern we see not work super well is people who are too under water with a new role. They need training, but they don't have time or attention for the training. It is a structured program. We do go through each module on a schedule. I'm going to share more about that in a bit. You do have to be able to use it, have the time carved out to do that. It's not going to meet you exactly where you are in your project. Sometimes things coalesce nicely, but you do need to make sure you're able to create the time to go through the course materials as well.

And that time – we get a lot of questions about that – it's just a few hours a week to keep up with the course materials and submit the workbook. But you do need to be able to set that time aside.

Again, it wouldn't be for you if you just want to take a multiple choice exam or you just want to get credit for being in the room. You get credit for this program when you submit those workbooks and have them reviewed and assessed by an instructor. That's what a complete successful Blueprint participant looks like.

COURSE PLATFORM

I always get questions about our course platform.

This is just a look at one of our past sessions. You log in here. We've got just a little welcome email for you. We've got all the schedules. This is way forward in the program once you have access to all the materials.

The Business Analyst Blueprint – Spring 2019 Session

Welcome to The Business Analyst Blueprint® – Spring 2019 Session

We're really glad you've chosen to participate!

The Business Analyst Blueprint® will help you increase your positive impact on projects by applying formal business analysis techniques more effectively and aligned with industry standards.

The Business Analyst Blueprint® is an online, interactive business analyst training program that blends on-demand course materials in video mp4, audio mp3 and PDF format, live webinar recaps + Q&A, and 1-1 instructor support, which includes a workbook review and participant questions answered via email.

Be sure to review our terms of purchase. By participating in this course, you are agreeing to these terms.

Access Courses
- The Business Analyst Blueprint – Spring 2019 Session
- BA Essentials Master Class
- Business Process Analysis
- Data Modeling for Business Analysts
- Use Cases and Wireframes

Admin
- Contact Us
- View Your Membership Profile

Log Out

Quick Links (page navigation)

- Course Schedule and Syllabus
- Online Community
- Live Webinars
- Instructor Support
- Case Study Interviews
- Module 1: Business Process Analysis
  - Part 1
  - Part 2
  - Part 3
- Module 2: Use Cases and Wireframes
  - Part 1
  - Part 2
  - Part 3
- Module 3: Data Modeling for Business Analysts
  - Part 1
  - Part 2
  - Part 3
- Certificate of Completion Requirements
- Make-Up Period

Course Schedule and Syllabus

Click here to download a course schedule and syllabus for reference

Everything's here for you to be able to click on and to find easily. You've got each of the three modules of the program, how to get your instructor support, we give you a bunch of case study interviews to share the different success stories, to find out ways that you can also leverage the program materials, our live webinar schedule is there, and the replays are all included in your course platform as well so you can always go back to those again and again.

Here's what one lesson would look like.

You've got the video here with me that you can play right from the course platform. You also have the MP3 that you can download, the transcript that you can download as well as the additional materials. In this case, for the introduction, we have a PDF with a checklist of the different ideas of processes that you might analyze. Again, each lesson has its own materials that support that.

At the end of each module, we do give you access to download all of the videos and all of the course materials at once so you can easily have those on-hand for your future use as well.

I get questions of, "What does the workbook look like?" Here's a snapshot of our business process analysis workbook. Essentially, you're walking us through here. What process are you going to analyze? Why are you choosing it?

As you go through each lesson, you're using the checklist, the swipe files, the templates that we're giving you to create an asset. This lesson two, it's a process flow diagram. You're copying it in here and then you're submitting that for instructor review. This pattern just repeats and the workbook tells you exactly what you need to submit, what kinds of things that you would check for. You can make sure you're doing your best possible work.

We often get questions, like, "Well, what if I get something wrong? Am I going to fail the course?" We do offer an opportunity for one revision as needed. We're here for your learning. We want your success and so we want you to put your best work forward in this first workbook, when you submit it. But if you need to make a revision to apply what you're learning from our instructors to get your workbook to the standards to complete the course, you do have the opportunity to do that.

PROGRAM FLOW

How does the program flow? We get started with our kick-off webinar and this walks you through how the program works in more detail than I've covered in here. Each module runs six weeks or so.

The way each module is structured is you get three weeks of content where we release new materials each week. It's not like you have this huge dump where you have to go through all of these materials at once. Again, a couple of hours a week is often enough to keep up with the content and to start applying what you're learning.

We have three weeks of application. You submit your workbook and then there's time to receive instructor review on that workbook. That takes a little bit of time. They're giving an actual review of your workbook, so we allocate a week of this application period for that. Then you have some time to submit a revision if you need it.

Inside each module, we also have a lot of instructor support. You can email us at any time. We also have two webinars for each module. The first one is to help you choose your project – your process, your use case, your data modeling domain – and the second one is for Q&A. We often will review a few work samples here as well.

Then we also have, during the application period, multiple Instructor Hours. These are various days and times. Some in the evening, Eastern time, some in the mid-day, Eastern Time, and even usually a few on the weekends. That's just to meet multiple people with different schedules; different time zones, and gives you a lot of different opportunities to connect with one of our instructors.

We meet at the end with our recap webinar where we're focused on celebrating your success and helping you see how much you've accomplished sharing some wins and some takeaways in talking about what's next.

One of the questions we often receive is, "What if I miss a deadline?" There are specific deadlines for each workbook and each revision period. You'll find with this video the schedule for the next program, the next session that we're running, the specific schedule.

One of the things we want to bring to this program is a concept of accountability and making your investment a priority. What doesn't work is when you make an investment in a program like this and then don't do the work.

For Amelia, a big part of her success was finishing the program. If you listen to her case study interview, we'll talk about what resistance she went through to just finishing the program. As business analysts, meeting deadlines, it's a key skill. It's a key part of our accountability. It's the way that we bring value to our organization. We do bring that same level of accountability to our programs as well.

We do have just a quick make-up period at the end. Every once in a while something kind of crazy happens in life and if you end up needing to miss the deadline on one module, there is a bit of a catch-up period at the end. But there's a lot of benefit to keeping with the structure, keeping with the schedule, and staying together with your whole cohort of participants as well. We know that you'll achieve the best results when you do that, which is why we hold you accountable to those deadlines inside the program.

WHAT IF I'M NOT EMPLOYED?

Another big question we get is, "What if I'm not employed?" This is a big situation. We've had a lot of participants in the program not be employed when they started. Often, soon after, they are. One of those examples is Perry McGuire.

Perry McGuire volunteered at a local charity to complete his workbook. He gained practical on-the-job experience through that volunteer work. As a result, he boosted his practical business analyst skills. His confidence came forward in that.

About a month after he finished The Blueprint going through that process, he received two BA job offers. He was able to translate the experience he got, the training he got, and the on-the-job experience into a successful job opportunity.

Another example would be Roshni. Roshni was employed but not in a business analyst role. She was in a support analyst role, so pretty far from business analysis.

She went to her organization and said, "Here's what I'm learning. I would like to apply this. What projects can you put me on?" Just by taking that action to achieve that result, she ended up getting moved, officially, into a part-time business analysis role just four weeks into participation in to The

Blueprint. She was running ahead of us like doing use cases. We're not quite out of use cases module yet, but she just got fired up and moved down that path into the business analysis role so quickly. And then she was leveraging the course materials as she was, then, using those in her new part-time role.

WHO ARE THE INSTRUCTORS?

Another question we get is, "Who are these instructors?" This is all of our instructors that are currently part of the program. There are a couple of things I'd like to say about our instructors.

Laura Brandenburg, CBAP Paula Bell, CBAP Doug Goldberg, CBAP Disha Trivedi, CBAP

Archana Maganty, CCBA Nadine Millner, CBAP Alexandra Cordes

One is it's a very diverse group where we represent three different countries, multiple states inside the United States, the United Kingdom and Australia. It's truly a virtual team.

Most of our instructors are actively employed in business analyst roles in different settings. Some are in management leadership roles in their organizations.

They do this work as an instructor because they care. They care about you and your success. They are here to critique your work to make sure it meets industry standards, but what they want is for you to succeed.

I will say our instructors – they go above and beyond to make your experience a great one. You will meet them on the Q&A calls, on the Instructor Hours, and you have individual access to whoever your primary instructor is assigned during the course, and you can email them questions as you get stuck.

They're a great resource. You'll interact with several of the instructors as you go through the program, through the different live webinar sessions and the individual support that you've received.

WHAT IF I'VE TAKEN ANOTHER BRIDGING THE GAP COURSE?

The other question we receive is, "What if I've taken another Bridging the Gap course?" Specifically, if you've taken the BA Essentials Master Class, with that course you learned best practices for structuring your business analysis process and how to navigate some of those real work project challenges that come up.

In The Blueprint, you learn how to use the techniques to discover, analyze, and validate the requirements all throughout the process. With The Blueprint, we also include a bonus live training on how to leverage those techniques in the 8-step process framework. Even if you don't have the full BA Essentials training program, you'll be able to learn the basics of that 8-step process and you'll be able to leverage it in your BA work as well.

If you've invested in another module of The Blueprint, like our Business Process Analysis course, our Use Cases and Wireframes course, or Data Modeling course, you are eligible for a discount on The Blueprint. And so you'll want to email us individually so we can look at your purchase history and give you your specific discount since you're already invested in part of what constitutes The Blueprint.
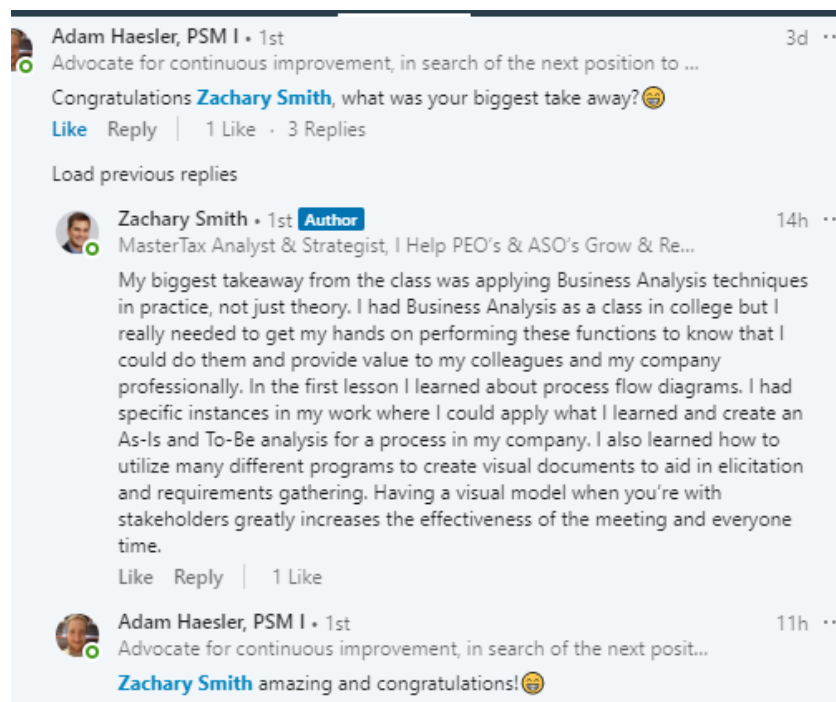
WHAT IF I'VE TAKEN A COLLEGE COURSE?

Another question we receive is, "What if I've taken a college course?" Like, "I've got a college course in business analysis."

Zachary Smith, one of our participants, shared this beautiful testimony about the difference between the two.

Zachary, you can see from his Linked In profile here, was a Tax Analyst, not a BA. He had a college course in business analysis. But he felt he needed the more hands-on practical experience like you get when you join The Blueprint.

This can also be true if you've taken a certification prep program or even a certification

Adam Haesler, PSM I · 1st   3d ··
Advocate for continuous improvement, in search of the next position to …
Congratulations **Zachary Smith**, what was your biggest take away?😄
Like   Reply | 1 Like · 3 Replies

Load previous replies

Zachary Smith · 1st **Author**   14h ··
MasterTax Analyst & Strategist, I Help PEO's & ASO's Grow & Re…

My biggest takeaway from the class was applying Business Analysis techniques in practice, not just theory. I had Business Analysis as a class in college but I really needed to get my hands on performing these functions to know that I could do them and provide value to my colleagues and my company professionally. In the first lesson I learned about process flow diagrams. I had specific instances in my work where I could apply what I learned and create an As-Is and To-Be analysis for a process in my company. I also learned how to utilize many different programs to create visual documents to aid in elicitation and requirements gathering. Having a visual model when you're with stakeholders greatly increases the effectiveness of the meeting and everyone time.

Like   Reply | 1 Like

Adam Haesler, PSM I · 1st   11h ··
Advocate for continuous improvement, in search of the next posit…
Zachary Smith amazing and congratulations!😄

program in business analysis. A lot of programs that I've seen out there are more theory and not the real-world application.

They don't give you that time and attention and instructor support as you're applying the materials. You leave full with a lot of information, but not with the confidence that comes from the application. That's what sets our model apart and what a lot of participants take away from these programs, even if they've already participated in another course.

CERTIFICATE OF COMPLETION

Another question is about the certificate of completion and the professional development credits.

Many of the official and proven and even super hero BAs who join the program, they join because they're on a path to their certification goals. Bridging the Gap is an Endorsed Education Provider™ with the International Institute of Business Analysis™ (IIBA®) and a Registered Education Provider® with the Project Management Institute (PMI)®. The credits that you earn are valid for either your IIBA® or your PMI® certifications or re-certifications. This supports your certification goals.

Even if certification isn't part of your plan, you can benefit a lot from the certificate, specifically. In our most recent session we had participants receive tons of "likes" when they shared their certificates in their LinkedIn profile. Dozens of comments and support.

We had one participant get a job offer from within her organization. Another had several recruiters reach out to her. Even before you achieve your full certification from IIBA® or PMI®, finishing a course like this and posting that and sharing that and celebrating that success can achieve a lot of results for you.

WHAT'S THE INVESTMENT IN THE BLUEPRINT?

I'm sure you're wondering, "What's the investment in The Blueprint?" With The Blueprint, you receive all those course materials – videos, audios, transcripts, templates, files. You have live webinars with myself and those amazing instructors I introduced you to. You do get private individualized instructor support through email as well as those Instructor Hours of small group coaching where you also can

receive individualized feedback in that small group setting. And individual feedback on your workbook so you know when you finish the course that you're actually applying these techniques in an industry standard way. And, finally, the 36 credits for PMI® and IIBA® certification or re-certification.

The investment in The Blueprint is either one payment of $2,997 (you get a bit of a savings when you pay up front), or you can make a $997 deposit with three additional monthly payments of $797. These are in US dollars.

One thing I'll let you know, if you go and take any of these individual courses with us, like our Business Process Analysis course or our Use Cases course, those courses are individually priced at $1,297. You're receiving a savings by investing in this package deal of The Blueprint. And also, because it's a live session with accountability and a schedule and structure, there's a lot more in terms of live instructor support that we can offer to you in The Blueprint that we cannot offer in those individual on-demand programs.

TAKE THE NEXT STEP WITH US

That's all I have to share. This ended up being quite a lengthy video, but I wanted to walk you through exactly what's included, how it can benefit you, what the next step could look like for you. I just invite you to consider joining us for this next session of The Business Analysis Blueprint® because I know that we can help you elevate your business analysis career and not only learn, but experience applying those critical BA techniques so that you have more confidence in your capabilities.

I know this because I've seen it happen again and again from our participants. We just keep making improvements to make the experience even better.

We can't wait to help you take this next step in your career. We build our profession one business analyst at a time, and success starts with you.

I hope you can join us.