



THE BUSINESS ANALYST BLUEPRINT® CERTIFICATION PROGRAM

SECURE CONFIDENCE IN *YOUR* BUSINESS ANALYST SKILLS

When you join **The Business Analyst Blueprint®** certification program, you will learn all 12 of the industry-standard techniques and the business analysis process framework – the best practices in business analysis.

While individual results vary, our participants often report the following types of outcomes:

- The **confidence** to tackle challenging situations and environments.
- **Earning the trust and respect** of management by bringing more structure and credibility to their business analysis techniques and approach.
- Being seen as more **valued contributors and given more opportunities**, even if they aren't yet "official" business analysts.

ABOUT THE BUSINESS ANALYST BLUEPRINT® PROGRAM

The Business Analyst Blueprint® certification program is a 5-month comprehensive program in which you will:

- Discover and practice foundational skills that will serve you in **any type of business analyst role** you might take on, now or in the future.
- **Broaden your perspective** with exposure to participants in different industries and domains.
- Create an **instructor-reviewed work portfolio** that demonstrates your confidence and capabilities.



Upon successful program completion, you will earn the **Applied Certification in Business Analysis™ (ACBA)** which you can add to your resume and LinkedIn profile to showcase your competence in *applying* industry-standard business analysis techniques and earn **60 PDs/CDUs** to support certification and re-certification needs with IIBA®.

KEY LEARNING OUTCOMES AND PROGRAM OUTLINE

This comprehensive 5-month-long program consists of 4 modules. Within each module, you will receive on-demand learning materials, interactive instructor support, and will complete a workbook as you apply your learnings on-the-job (or through volunteering). **The Fall 2023 Session begins July 20, 2023 and runs through December 12, 2023.**



Module 1: Business Process Analysis

Start Date: July 20, 2023

Workbook Due Date: August 13, 2023

When you have a clear understanding of the business process, you will be able to clarify the business problem to be solved and ensure the technical solution delivers actual value to the business.

You will discover:

- **How to Create a Process Flow Diagram** – Map out the high-level process and use clarifying techniques like swim lanes and decision points.
- **How to Engage Stakeholders and Discover the As-Is Business Process** – Engage stakeholders from multiple departments even if they are reluctant.
- **How to Analyze the Business Process Details to Ensure Clarity** – Clarify details with documentation including business rules, exceptions, entry and end points.
- **How to Validate the Business Process** – Learn how to discover gaps in understanding and create consensus from multiple stakeholder groups.
- **How to Improve a Business Process** – Create actual, organizational change, even when you have technology constraints, to create a positive ROI.

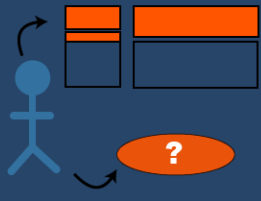
FROM SUPPORT ANALYST TO BUSINESS ANALYST, BRITISH RED CROSS

I held a workshop with people in the organization so that we could collaboratively document the business process, and then improve it. As a result of this words spread in the different teams. Not even the teams that I, necessarily, worked in, but the teams that are containing the people who I helped the workshop with. People were saying, "Oh, this is really good. It's really good."



ROSHNI DOMINIC

Use Cases & Wireframes



Module 2: Use Cases and Wireframes

Start Date: August 25, 2023

Workbook Due Date: September 17, 2023

When you analyze your functional (software) requirements in use cases and visually model them in wireframes, you create the perfect combination to get your business stakeholders and technical implementers on the same page about the requirements more quickly.

You will discover:

- **How to Write a Use Case** – Describe exactly what the software needs to do.
- **How to Create a Wireframe** – Create a simple wireframe, making it easier for stakeholders to visualize the requirements.

- **Use Cases and User Stories in Agile** – Communicate functional requirements using a product backlog and user stories, which are common techniques in an agile software development environment.
- **How to Review and Validate Use Cases and Wireframes** – Review and validate your use case with business and technical stakeholders to get everyone on the same page.
- **BONUS Lesson – Simulated Use Case Review Session** – Listen in as a BA facilitates a use case review session, asks questions, and validates requirements.

FROM CONFIDENCE-CRUSHING LAY-OFF TO SENIOR BUSINESS ANALYST CONTRACT

I was laid off from a lucrative BA consultant position, and the layoff lasted almost 6 months. I was told I was 'not technical' enough. I made copies of my work that from the program, took them to job interviews, which resulted in a new Senior Business Analyst contract.

After I was hired, I noticed how familiar the use cases were. They were copies I had presented during my interview! I was able to validate that my prior boss who implied that I wasn't technical was simply using that statement as an excuse to end my contract and not a valid fact of my capabilities or lack thereof. I am using the skills I knew and the ones I learned from Bridging the Gap in my current job!



KEVIN B.



Module 3: Data Modeling for Business Analysts

Start Date: September 29, 2023

Workbook Due Date: October 22, 2023

You will learn how to help business stakeholders make data requirements decisions on data migration and system integration projects, without getting too technical. You will also earn more credibility with developers since you will be able to talk their language (even when you don't know how to code or write SQL).

You will gain confidence in the following data modeling techniques:

- **Glossary** – How to clarify terminology to quickly learn new domains and expertly break down jargon.
- **Entity Relationship Diagram (ERD)** – How to bring gaps between business concepts and technical database design using a simple visual format that really engages stakeholders.
- **Data Dictionary** – How to organize and drill down into the detailed data requirements. You will also take away the essential concepts you'd glean from an introductory SQL class.
- **System Context Diagram** – How to visualize the information flows between systems and clarify boundaries that speeds up the scoping and elicitation process.
- **Data Mapping** – How to manage data flows in data migration and system integration projects, so the business users have the information they need to run their business effectively.

FINDING SUCCESS AND RECOGNITION IN A MAJOR SYSTEMS INTEGRATION PROJECT

I'm part way through a legacy ERP & SAAS e-commerce integration project and found myself knee deep in relational databases and trying to understand how these fit together with the business requirements. I talked thru my ERD with the DBA at work ... and we spoke the SAME language! It was awesome to get the recognition from a technical person.



JOANNE THIRWALL



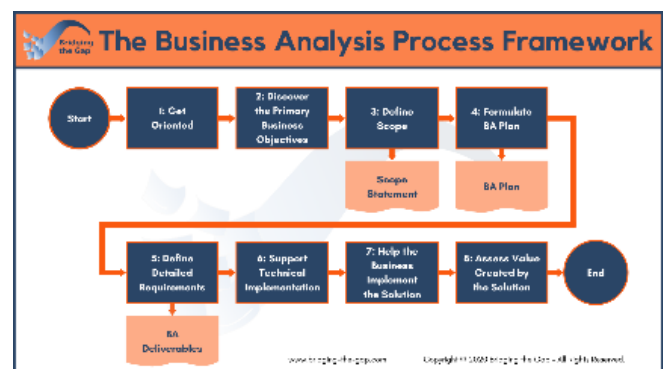
Module 4: BA Essentials Master Class

Start Date: November 3, 2023

Workbook Due Date: November 26, 2023

You will learn how to leverage the 8-step business analysis process framework to bring more professionalism and success to any business or technology change project.

You will gain confidence in the following steps:



- **Get Oriented** – Start actively contributing as quickly as possible.
- **Discover the Primary Business Objectives** – Ensure the right business problem is solved.
- **Define Scope** – Gain agreement from stakeholders on the scope of the project.
- **Formulate Your Business Analysis Plan** – Identify the deliverables, stakeholders, and timelines for a comprehensive solution.
- **Define the Detailed Requirements** – Establish an efficient and collaborative rhythm.
- **Support the Technical Implementation** – Ensure the technical solution meets the actual business objectives.
- **Help the Business Implement the Solution** – Support business stakeholders so that the solution ultimately delivers the intended result.
- **Assess the Value Created by the Solution** – Assess the ROI of the solution.
- **BONUS: The Agile Business Analyst** – Apply the BA process iteratively and effectively to collaborate with an agile software development team and increase efficiency.

BRINGING STRUCTURE TO AN INFORMAL ENVIRONMENT

I realized that I was skipping and/or skimping over first steps that keep a project on track and focused. By giving each step its required time and energy I expect my next project will flow smoother and the end users will feel more empowered in the process.



TAMMY SCHLADOR
Senior SAP Business Analyst

PROGRAM STRUCTURE

The Business Analyst Blueprint® is a 5-month comprehensive business analyst certification program that leverages the benefits of the online environment to create an expansive learning container, without the need for travel. The program provides:

- **Online course materials** in multiple formats to suit your learning style. You will receive pre-recorded **video (mp4) lessons**, **audio (mp3) files**, and fully formatted **PDF text transcripts**, along with **templates, samples, swipe files, quick reference guides, and worksheets**.
- Real-world application builds your confidence. You will complete **concrete, step-by-step exercises** to apply the techniques in your current project work (alternatives provided) and receive an expert instructor review of your workbook for each module with **detailed written feedback** to help you improve skills.
- Expert instructor support every step of the way, via **confidential email** to answer questions, optional **instructor hours** scheduled at various days and times to ask your questions in a group setting, and **10 live group webinar sessions** to guide you through the program success path.

FROM SENIOR BA LEAD TO BA MANAGER IN THE CANADIAN GOVERNMENT

I felt that, personally, there was a 'gap', and I was looking for something that would give me the assurance that the personal self-directed learning I had done was all industry best practice. I wanted an authoritative source to confirm that I knew what I knew and confirm what I didn't know.



ANNETTE RICHARDS

FROM QUALITY ASSURANCE TO SERVICENOW BUSINESS ANALYST

*I started to approach my work from a BA mindset. I started asking more questions and looking for opportunities to make things more efficient. Without this training program, I would probably still be doing QA, which is not bad, but I needed something more. That was an investment that I decided to take for myself.
I don't regret it.*



MANUEL NINAPAITAN

HOW TO EARN THE APPLIED CERTIFICATION IN BUSINESS ANALYSIS™ (ACBA) CREDENTIAL

Earning your Applied Certification in Business Analysis™ involves the following requirements:

1. Learn the **key, foundational business analysis techniques and processes** by leveraging our comprehensive online learning materials.
2. Apply what you learn to **create real-world work samples**. Work samples (in the form of a completed workbook for each module) are submitted for instructor review by specific deadlines.
3. Each of your workbooks is thoroughly reviewed by an instructor to confirm it **meets industry and program standards**. You will receive detailed feedback to help you improve your skills.



In the event that the first workbook submission does not meet the certification requirements, you will have a **second and final opportunity** to submit a revised workbook.

You will receive an individual certificate of completion for each successfully completed module that you can use to immediately demonstrate your new skills.

4. Upon successfully passing all 4 modules, you will receive your **ACBA certification badge and documentation**, which you can use to update your resume and LinkedIn profile.

(In the event that one or more workbooks does not meet the certification requirements or you miss a deadline, you will be able to apply your work forward to a future session of The Business Analyst Blueprint® to earn your ACBA certification and receive a courtesy discount.)

5. Upon successfully earning your ACBA, you will also be listed in the **public Registry of ACBA Recipients** (optional), where employers can discover you, your geographic location, and areas of expertise, and contact you for potential opportunities.

You will also leave the program with **work samples** you can share with employers, and **validated business analyst work experience** you can add to your resume and share with employers in job interviews. What's more, you will earn **60 PDs/CDUs** for certification or re-certification with the International Institute of Business Analysis™ (IIBA®).



FINANCIAL INVESTMENT

Your investment of \$4,997 USD includes:

- **Online lessons and learning content** for all 4 modules in video, audio, and full-text PDF formats that you can take anywhere, along with templates, swipe files, checklists, and work samples so you can apply your learning easily.
- **Instructor support throughout the full 5-month program**, provided via confidential email, 10 live group webinars, and 20+ optional group tutoring sessions.

- **4 comprehensive workbook reviews** with detailed written feedback to help you improve (plus 1 additional review of each workbook, if needed to meet certification requirements).
- Opportunity to earn your **Applied Certification in Business Analysis™ (ACBA)** – provided requirements are met. *Included with your program tuition. No additional exam or fee required.*

The significant time and financial investment are substantially *less* than a typical academic or certificate program. And unlike an academic program, you will leave with practical experience in a real-world setting – the type of practical, realistic approaches that employers are looking for.

>> [Click Here for More Info](#) <<

Website: <https://www.bridging-the-gap.com>

Email: info@bridging-the-gap.com

FINDING CONFIDENCE IN HER VALUE

The change I experienced is to not be paralyzed by fearing taking up someone's time. The Blueprint was the exact technical skills I needed that make me very confident. I paid for myself to join in February, and waited until the end of June to ask my employer to cover the investment. I had this confidence because I am learning such a valuable set of skills for my enterprise and they agreed they had seen the value in me.



KIRA JUDGE