

ADVANCING YOUR BA CAREER BY INCREASING YOUR PERCEIVED VALUE

Laura Brandenburg

About Me

- Independent BA Consultant, Former BA Manager
- BA Career Mentor
- Host of *Bridging the Gap* and author of
 - *How to Start a BA Career*
 - *The Promotable Business Analyst series*
- IIBA Volunteer
 - Career Center Product Manager
 - Host monthly “BA Career” Call-In Show
 - VP Marketing, *IIBA-Denver*

Key Learning Objectives

1. **Models** for evaluating how your organization and stakeholders perceive value and how to frame business analysis activities within that framework;
2. **Techniques** for increasing the *actual* value generated from your business analyst activities;
3. **Tactics** for increasing your perceived value.

Self-Reflect~

**WHAT DO YOU DO THAT IS
MOST VALUABLE?**

(USE THE 5 WHYS)

“I deal with the customers!”



Read more and view the video at <http://www.bridging-the-gap.com/friday-flips-i-deal-with-the-customers-from-office-space/>

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- The problem
 - Focus is on “communication” and “spec delivery”

- Surviving the dilemma
 - What goes into *creating* the spec?



Self-Reflect~

**WHAT ARE YOUR TOP 3
CHALLENGES RELATED TO
BEING PERCEIVED AS
VALUABLE?**

Being valued is a two-sided coin



ROI Model

Reduce Costs

- Reduce Rework
- Reduce Scoping Costs
- Find cost-effective solutions



Increase Benefits

- Discover new needs
- Leverage new solutions
- Prioritize by value



Increased
ROI

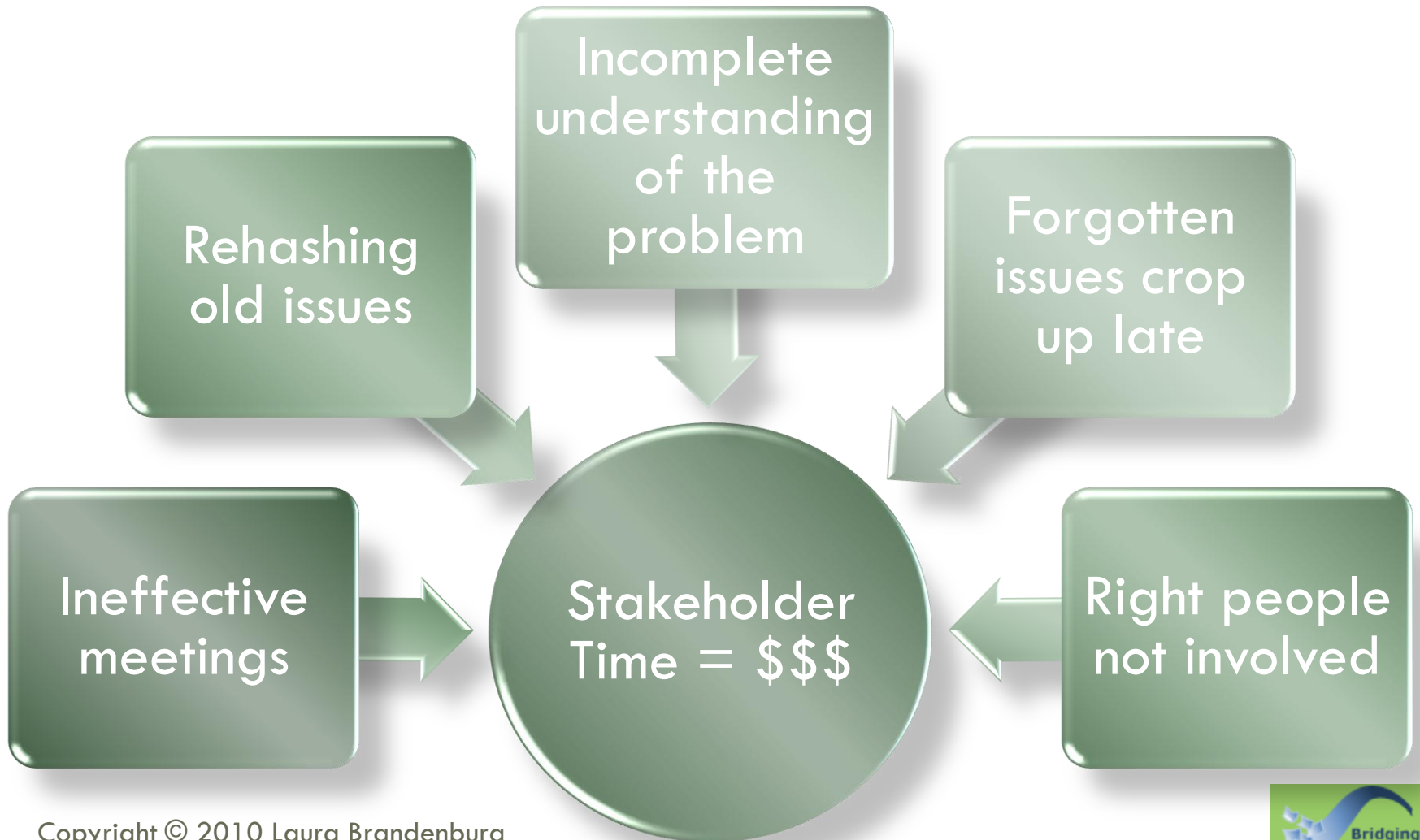
Reduce Rework

\$45 billion was spent on rework due to poor requirements in the United States in 2008, adding up to \$180K each for the 250,000 US business analysts on LinkedIn.

- Kathleen Barrett. “Evaluating BA Credibility”. *BA Connection*. IIBA. April 2010. p2.

http://www.theiiba.org/AM/Template.cfm?Section=Member_Newsletters&Template=/CM/HTMLDisplay.cfm&ContentID=6618

Reduce Costs to Scope Solution



Discover More Cost-Effective Solutions

***“I became a business analyst
when I no longer saw
technology as the only solution.”***

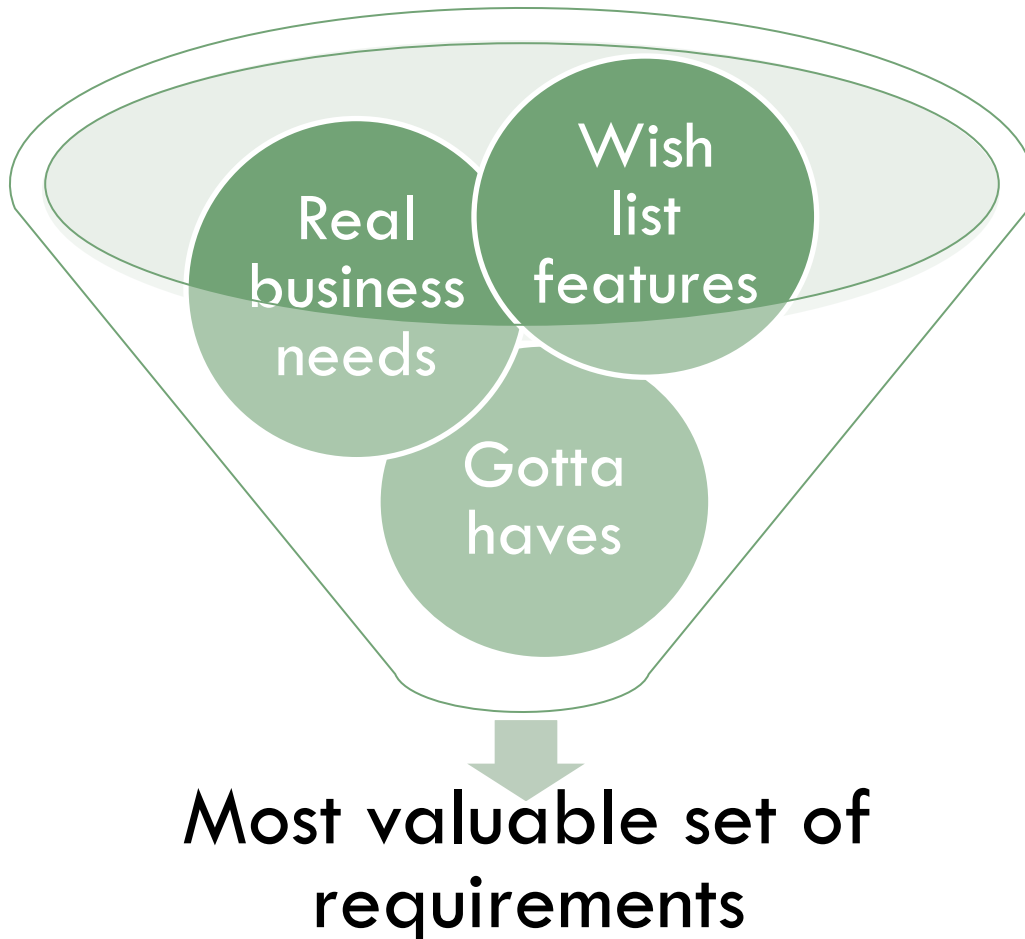
-Steve Blais, Solutions Architect

Discover new needs or requirements

“There are ... ***unconscious*** and/or ***undreamed of*** requirements, that may remain forgotten, overlooked, or simply unimagined until stakeholders start to use the system and experience the need—unless a ***skilled business analyst is successful in identifying*** them during the requirements process.”

- Adriana Beal, “Beyond gathering, eliciting and trawling for requirements”
 - <http://www.bridging-the-gap.com/beyond-gathering-eliciting-and-trawling-for-requirements/>

Focus on the valuable requirements



- ✓ Do you help the business focus on benefits?
- ✓ Do you prioritize early and often?

OR

- ✗ Do you invest time in requirements that are never implemented? (EEK!)

Stop projects that do not achieve ROI

Transform the ambiguous hole of muck

- Understand “why”
- Discover unknown requirements

Analyze the requirements

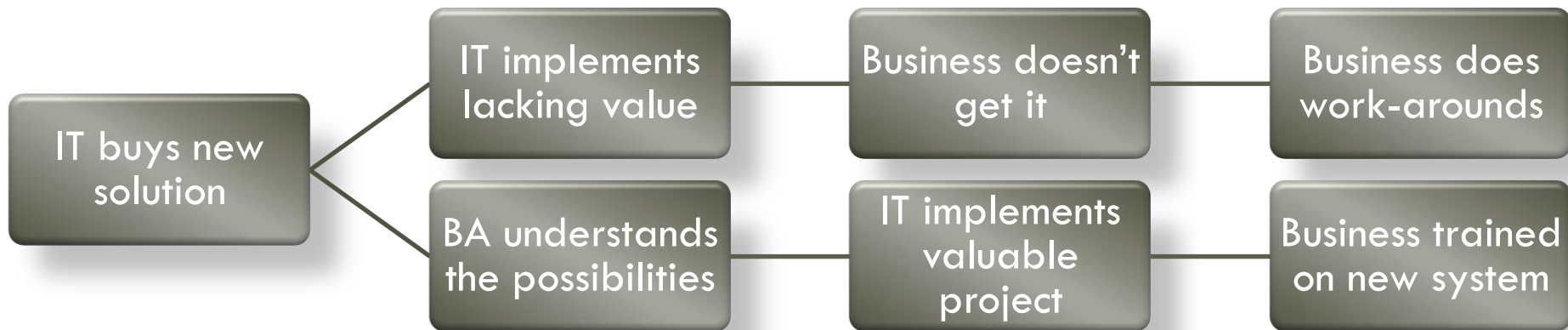
- Prioritize often
- Find alternative solutions

Unexpected project scope

- **Does the project still have a positive ROI?**

More fully leverage new solutions

Negative ROI



Positive ROI

Career Habit: Ask WHY?

WHY?

And then...

Is there a better way to
accomplish this goal?

Career Habit: Self-Confidence

“Be your own best friend and believe in yourself. ...Cheer yourself on. Write your own pep talk. It works.”

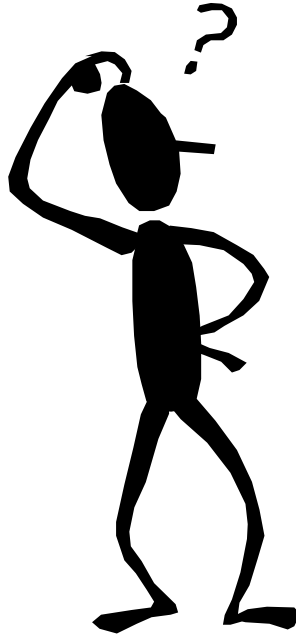
➤ Ken Blanchard, *Heart of a Leader* (67)

Career Habit: Toot Your Own Horn



**You know what?
I'm an amazing BA.....**

Q&A



Looking for more?

<http://www.bridging-the-gap.com/free-resources>