IIBA® International Institute of Business Analysis™

8 ideas:

~~The Vision of~~ Business Analysis in the New Decade

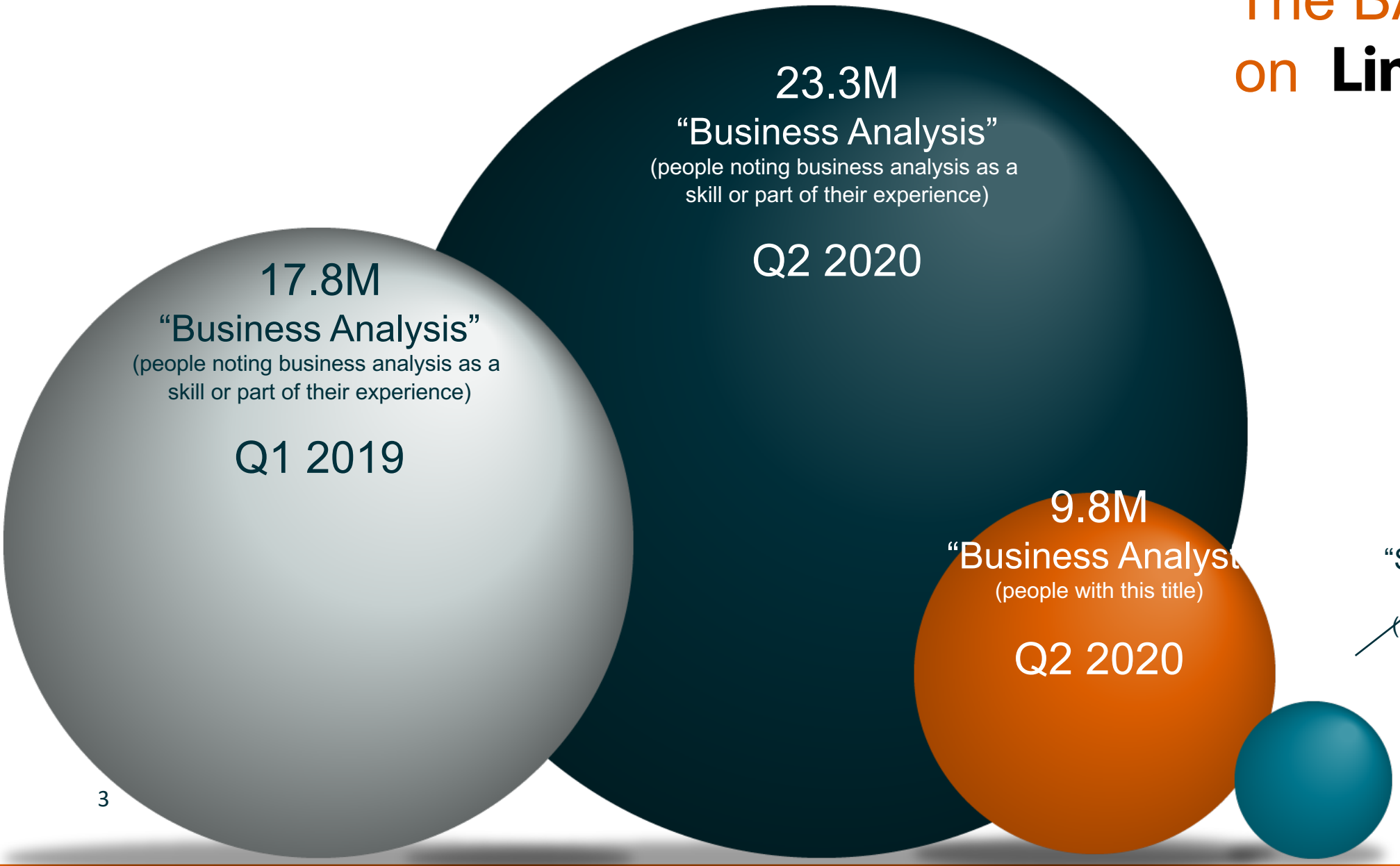
Triangle Business Analysis Development Day 2020

IIBA®

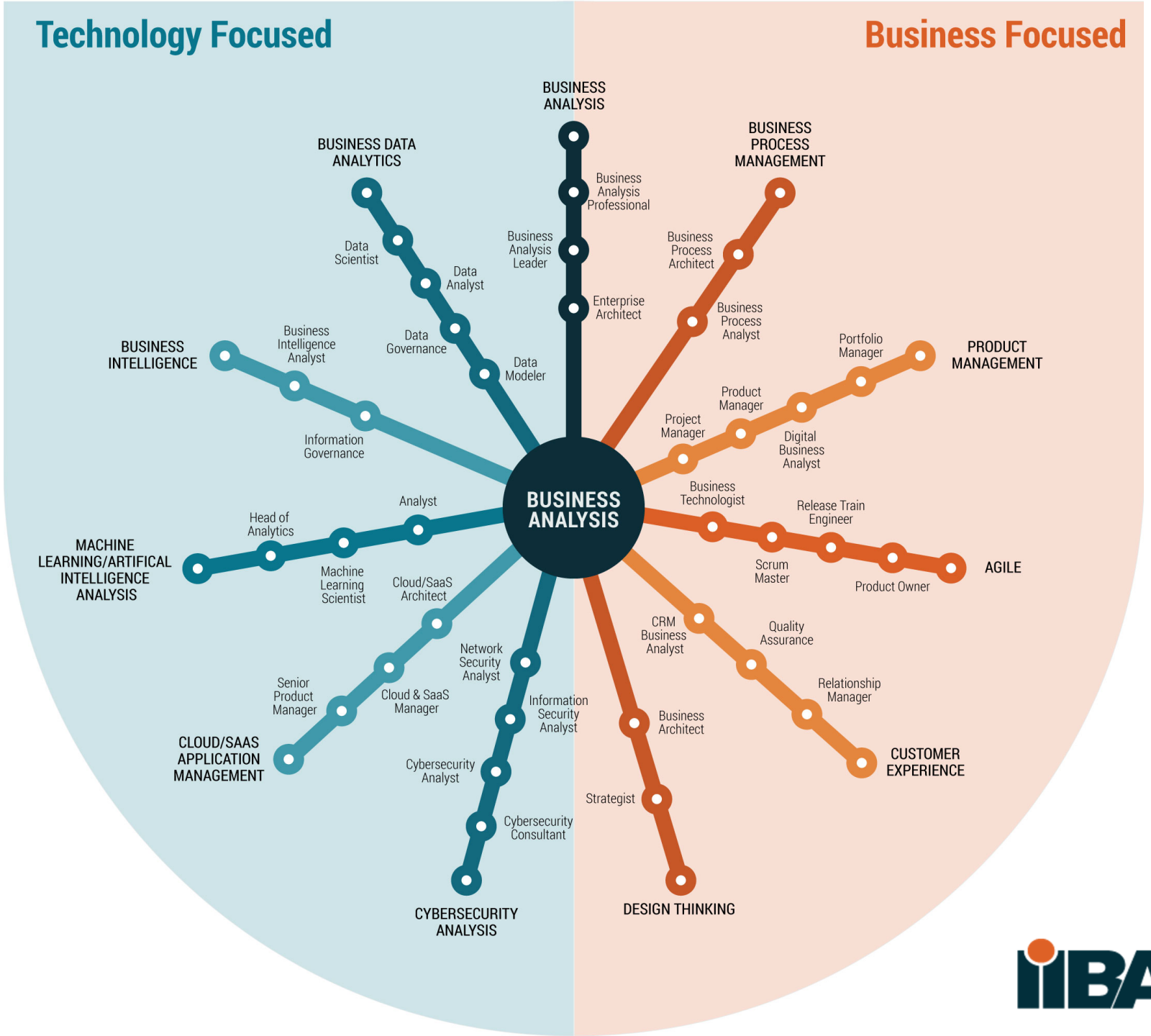
Idea One

Skillset Transcends Title

The BA Universe on LinkedIn



What is Business Analysis today?



Idea Two

Wisdom Transcends Technique

Leaders need information, actions, decisions, responses, adjustments - not tools skills

(even though tools are really, really important)

Idea Three

Learning How to Learn (constantly)

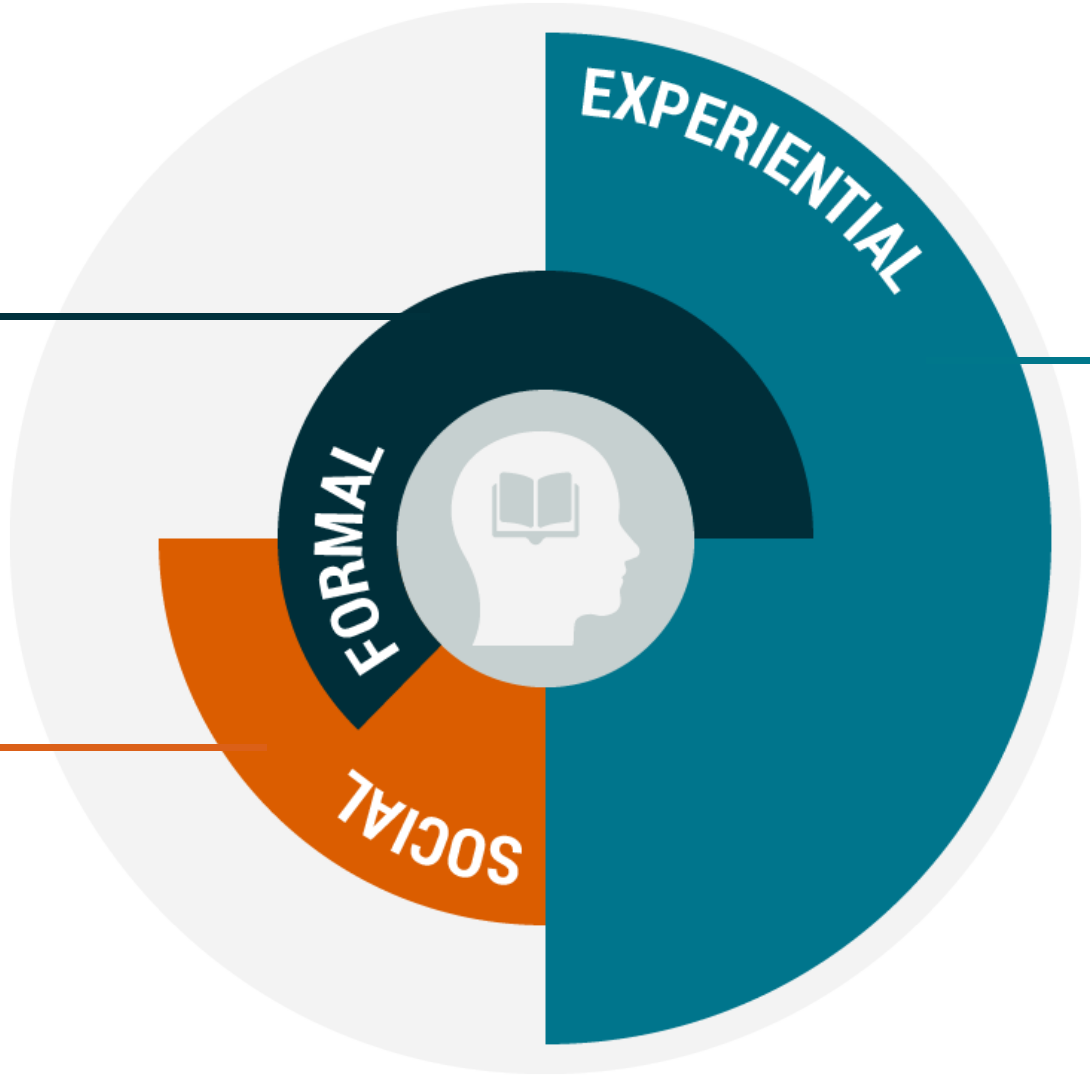
Concurrent Learning

FORMAL

Structured & sequenced - based on standardized knowledge and form

SOCIAL

Self-directed, spontaneous and informal - through community - tapping into tribal & tacit knowledge that is not yet documented and standardized



EXPERIENTIAL

'Doing support' – dynamic, curated, just-in-time access to a body of knowledge that actively supports job effectiveness

CAREER EVENTS

CAREER PHASES

DEVELOPING SKILLS

"I need to know career possibilities & start developing my skills."

DEVELOPING EXPERIENCE

"I need to share my knowledge and grow my career."

DEVELOPING EXPERTISE

"I need to grow and apply skills in complex situations."

DEVELOPING WISDOM

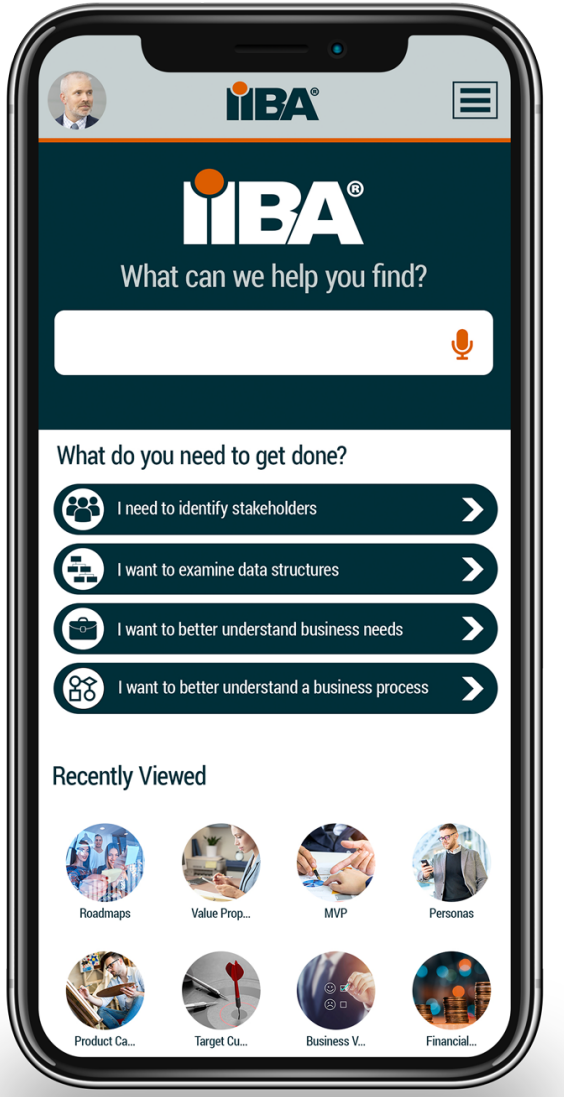
"I want to continue to participate in community."

Idea Four

Speed Wins (still)

Everything must be *more* …

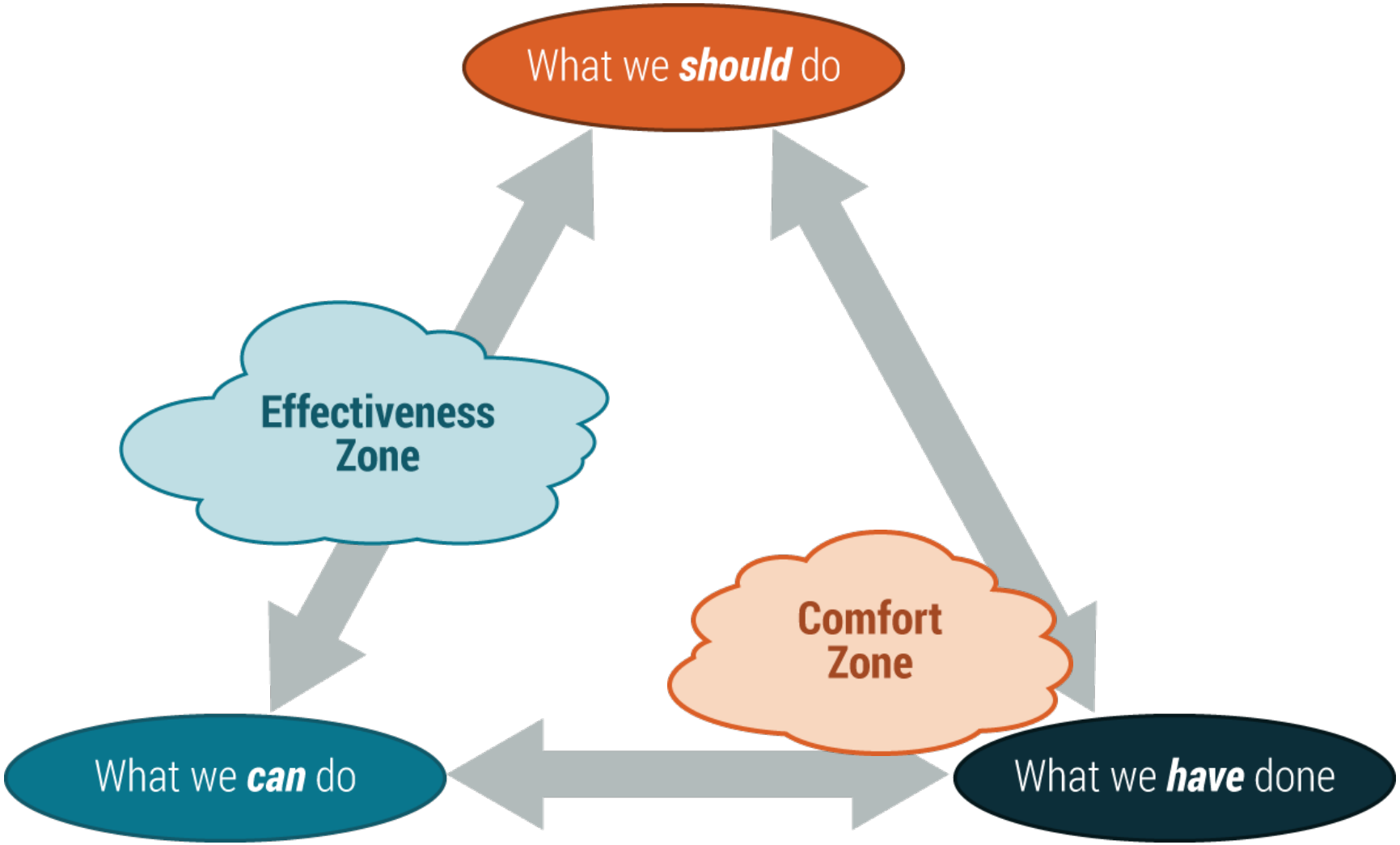
searchable, retrievable, accessible, dynamic, modular and above all - fast.



Idea Five

Business Context Matters (more urgently)

The post-COVID world is about value creation, resilience, purpose and meaningful culture. Great companies will figure it out first.



Idea Six

‘Fixing’ Still Isn’t Fixed

Digital Literacy Challenges

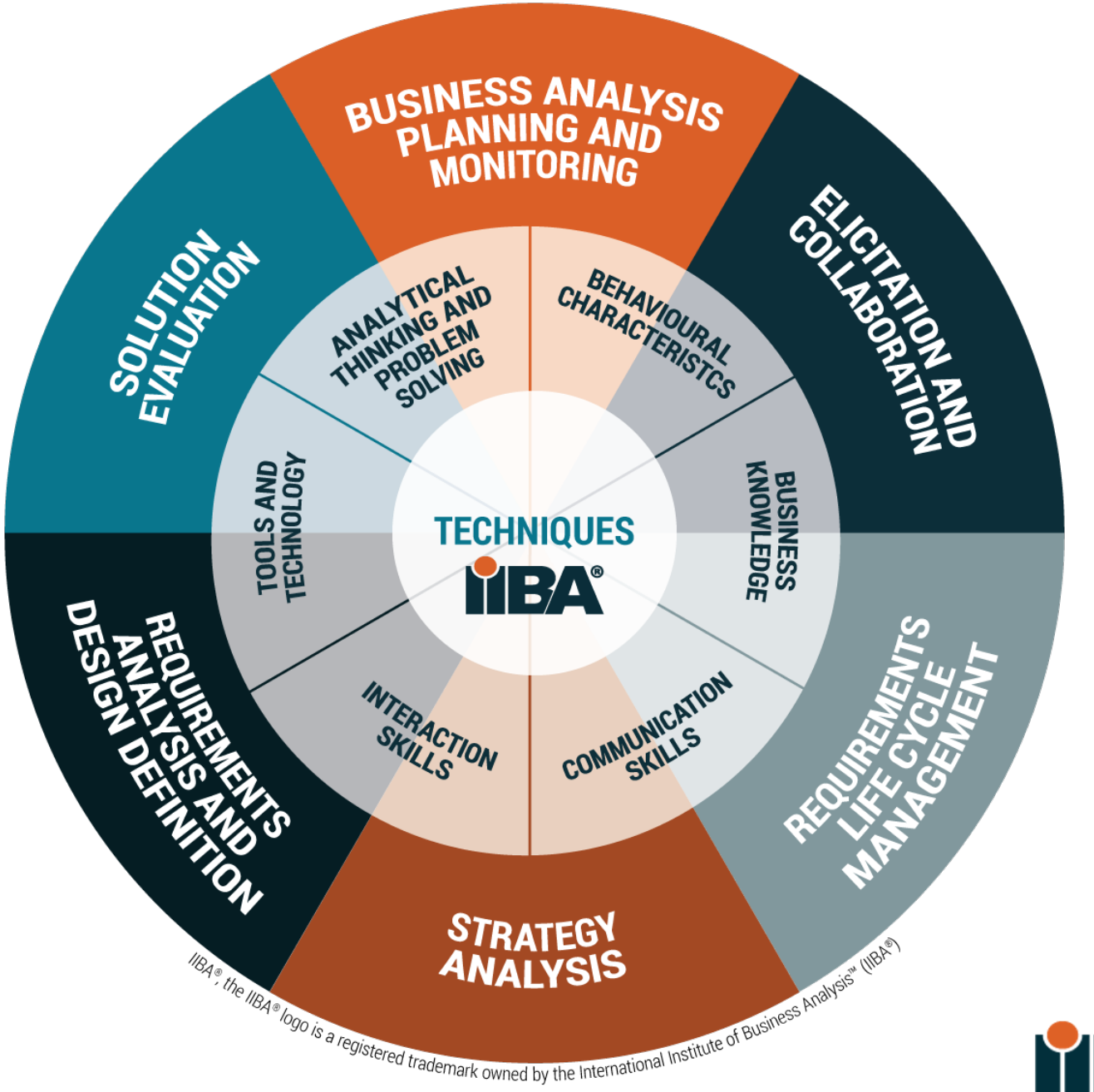
How business systems (must) achieve customer outcomes

How technology (must) work without being technology focused

How data (must) speak to everything - comprehensively

How your project is being disrupted right now (or could be tomorrow)

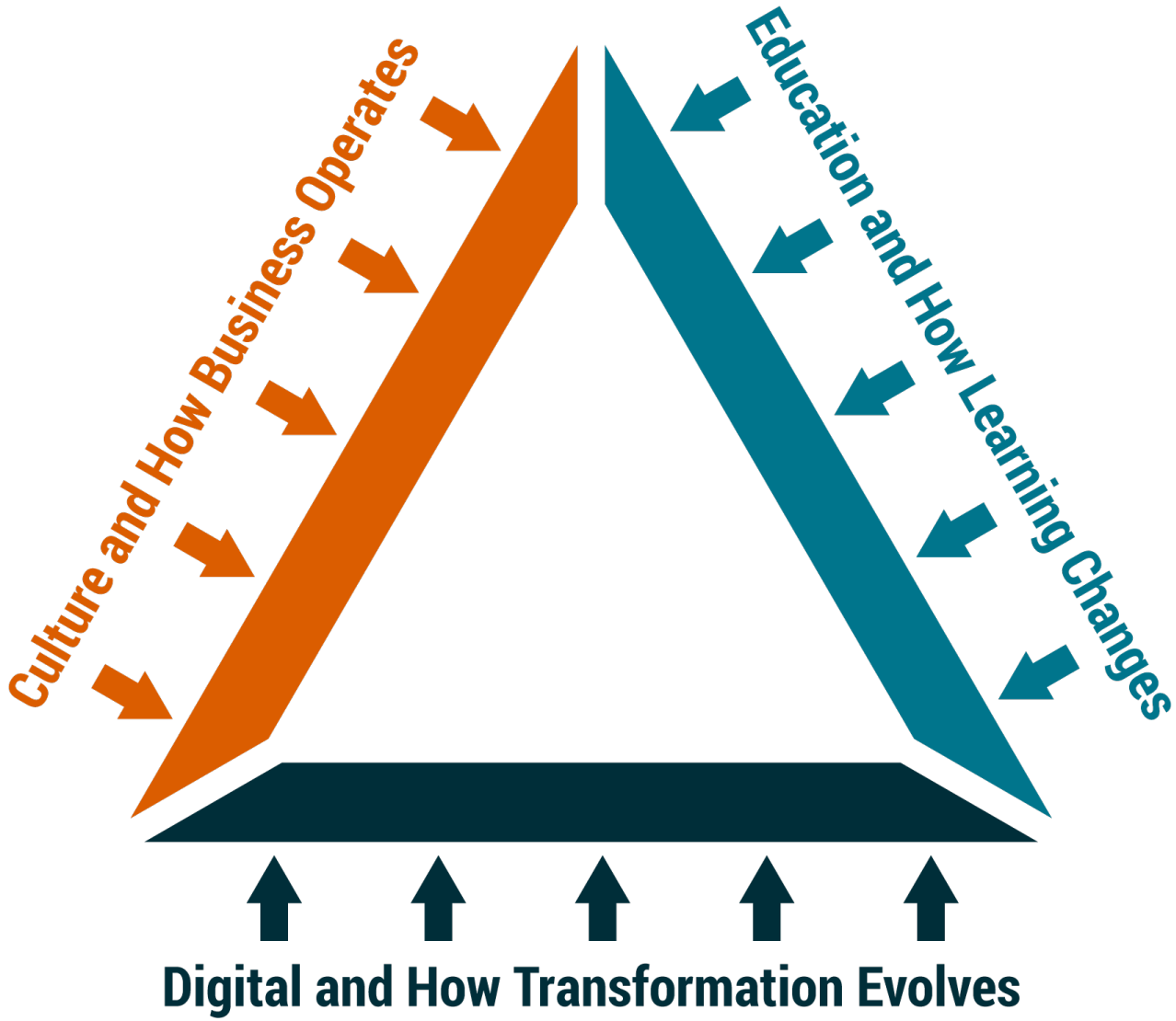
Core capability is still core.



Idea Seven

Tension Replaces Balance

Three Pressure Points



Idea Eight (or maybe a vision for the next decade!)

Business *Analysis Partner*

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International Institute of Business Analysis™ (IIBA®) is a professional association dedicated to supporting lifetime learning opportunities for business and professional success. Through a global network, IIBA connects with over 29,000 Members and more than 300 Corporate Members and 120 Chapters. As the recognized voice of the business analysis community, IIBA supports the recognition of the profession and discipline and works to maintain the global standard for the practice and certifications.

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