

Business Strategy and Business Analysis: Two sides of the same coin aka Project Success

G. RAMASUBRAMANIAN
Director – Business Analysis Centre of Excellence



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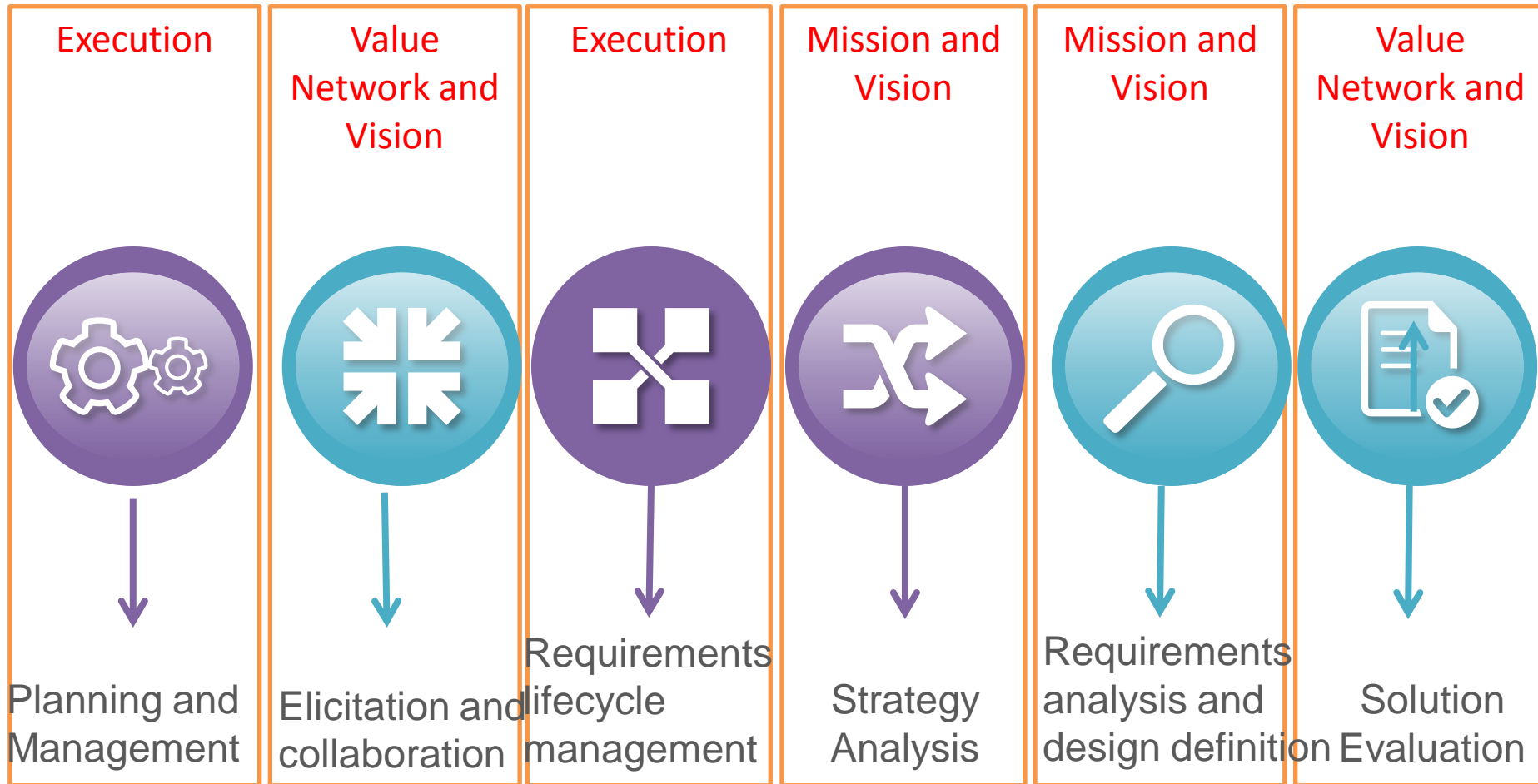
Strategic direction for a business has 4 basic elements*



The projects typically form part of the execution focus of the strategic direction

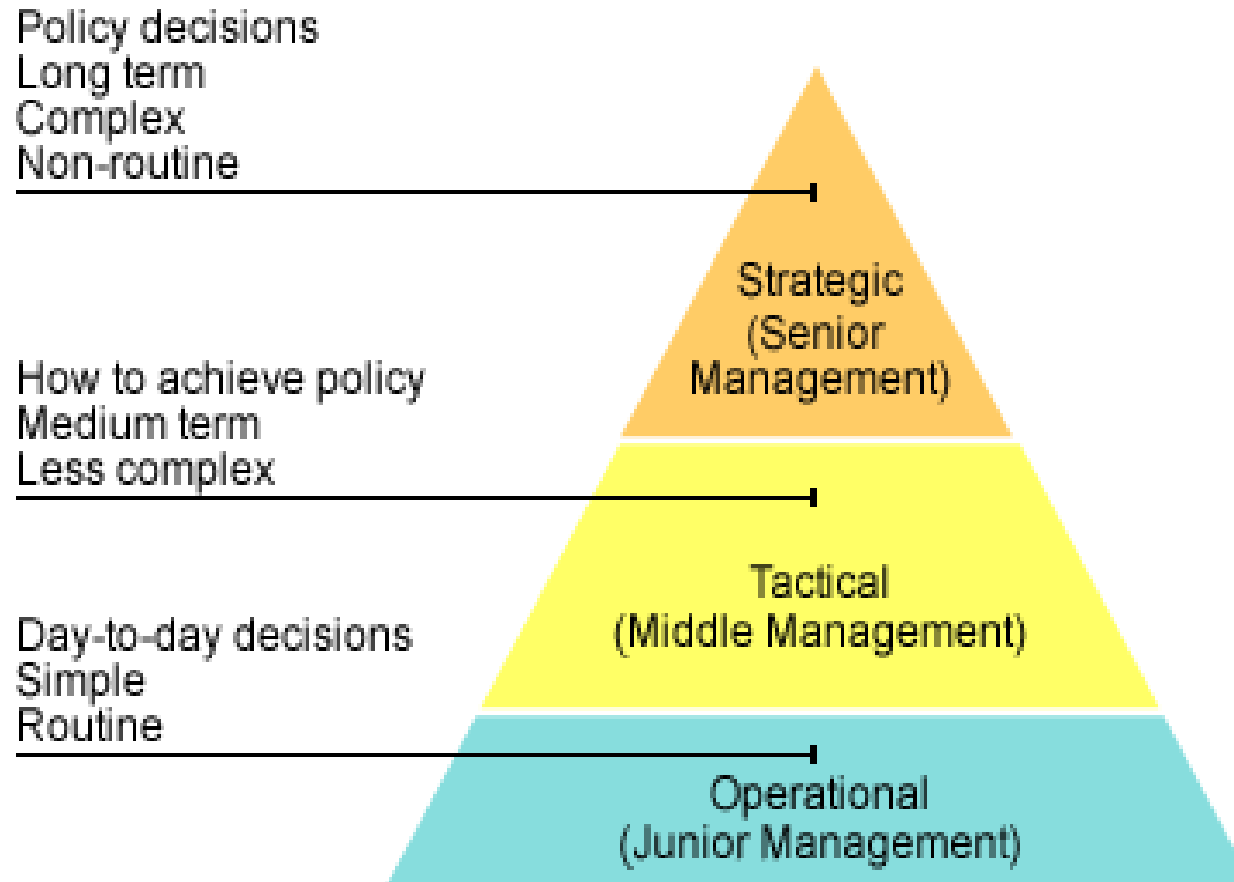
*HBR.ORG

Project execution needs BA skills in all 4 elements

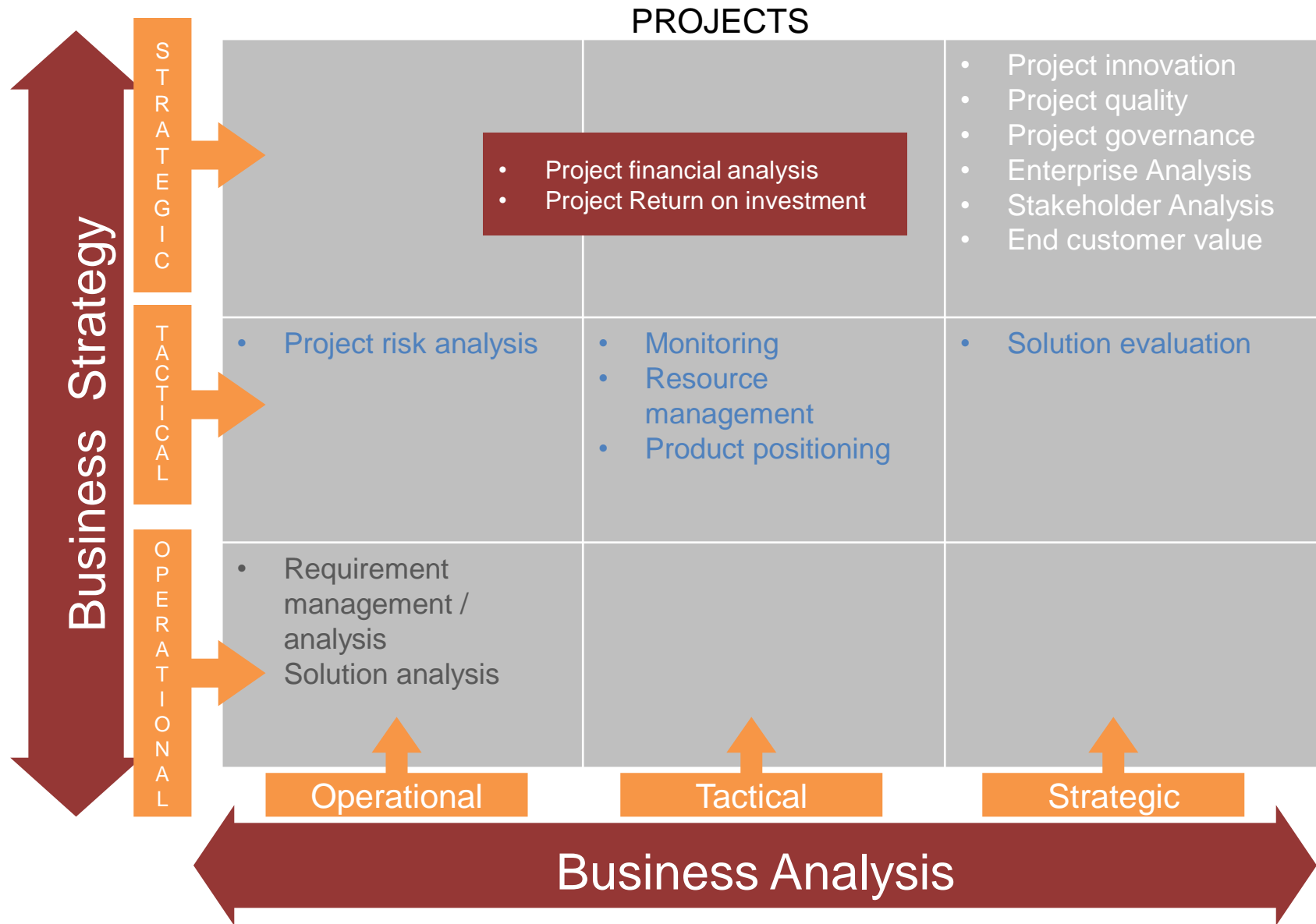


The 6 knowledge areas and the 6 core concepts of business analysis (BABoK -v 3.0) get applied to all the 4 elements of strategic direction in a project

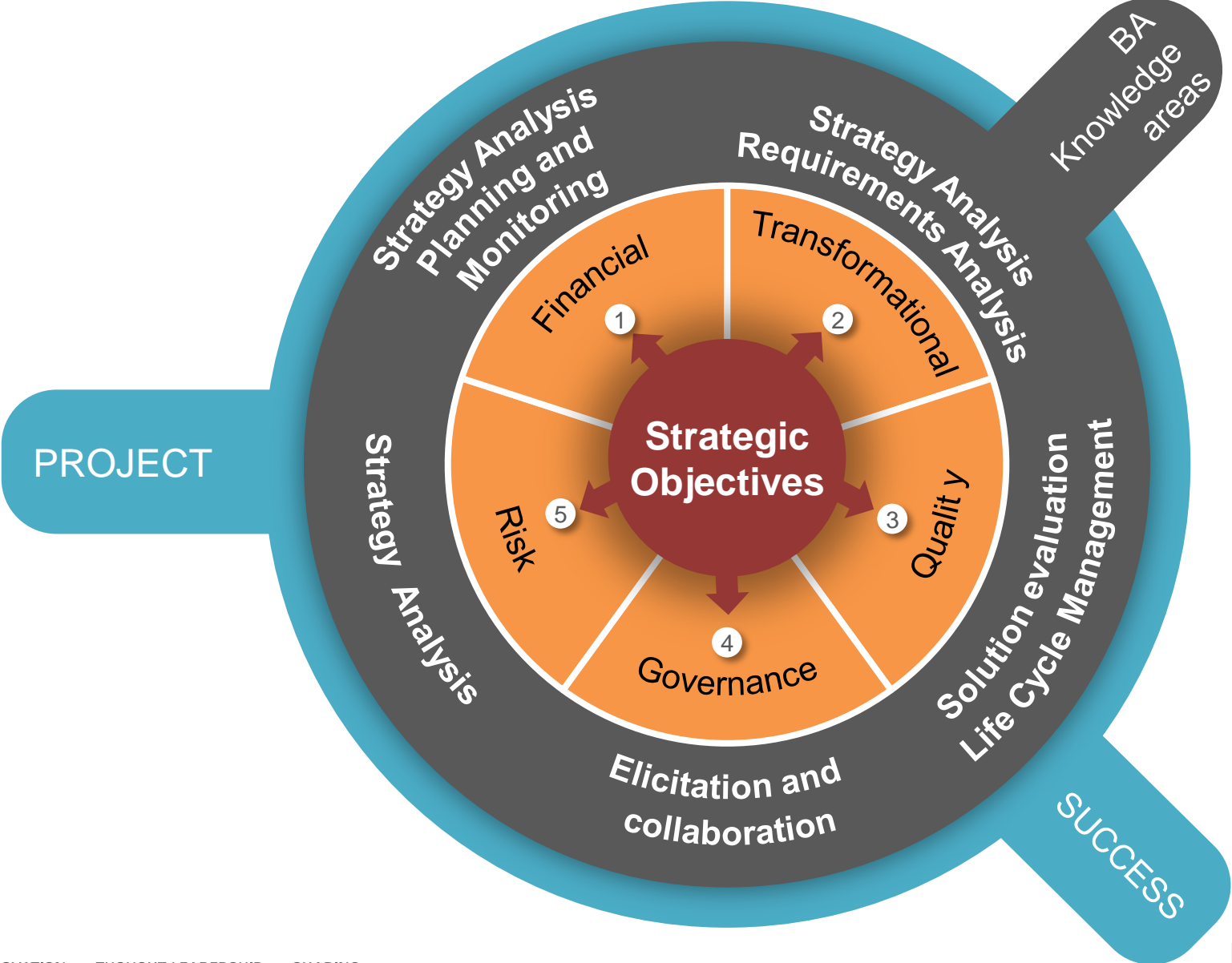
Strategy – three distinct angles



All 3 angles of strategy apply BA knowledge areas



Project success is measured in 5 typical outcomes



To conclude.....



Business Analysis as well as strategy deals with achievement of futuristic goals by analyzing the present. They become the two sides of the same coin, co-existing but, performing differential roles to reach the same goal – the success of the project.



They define the path, arrange the tools/process/techniques be it a product or process in their own unique way



Case study

On Line banking implementation for a very large bank

Thank You!



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