Leading business vision from the heart

Apply BA skills to Culture, Value and Purpose led strategy

Sarah Gibson, Board Director, IIBA

BA Convention™

INNOVATION • THOUGHT LEADERSHIP • SHARING

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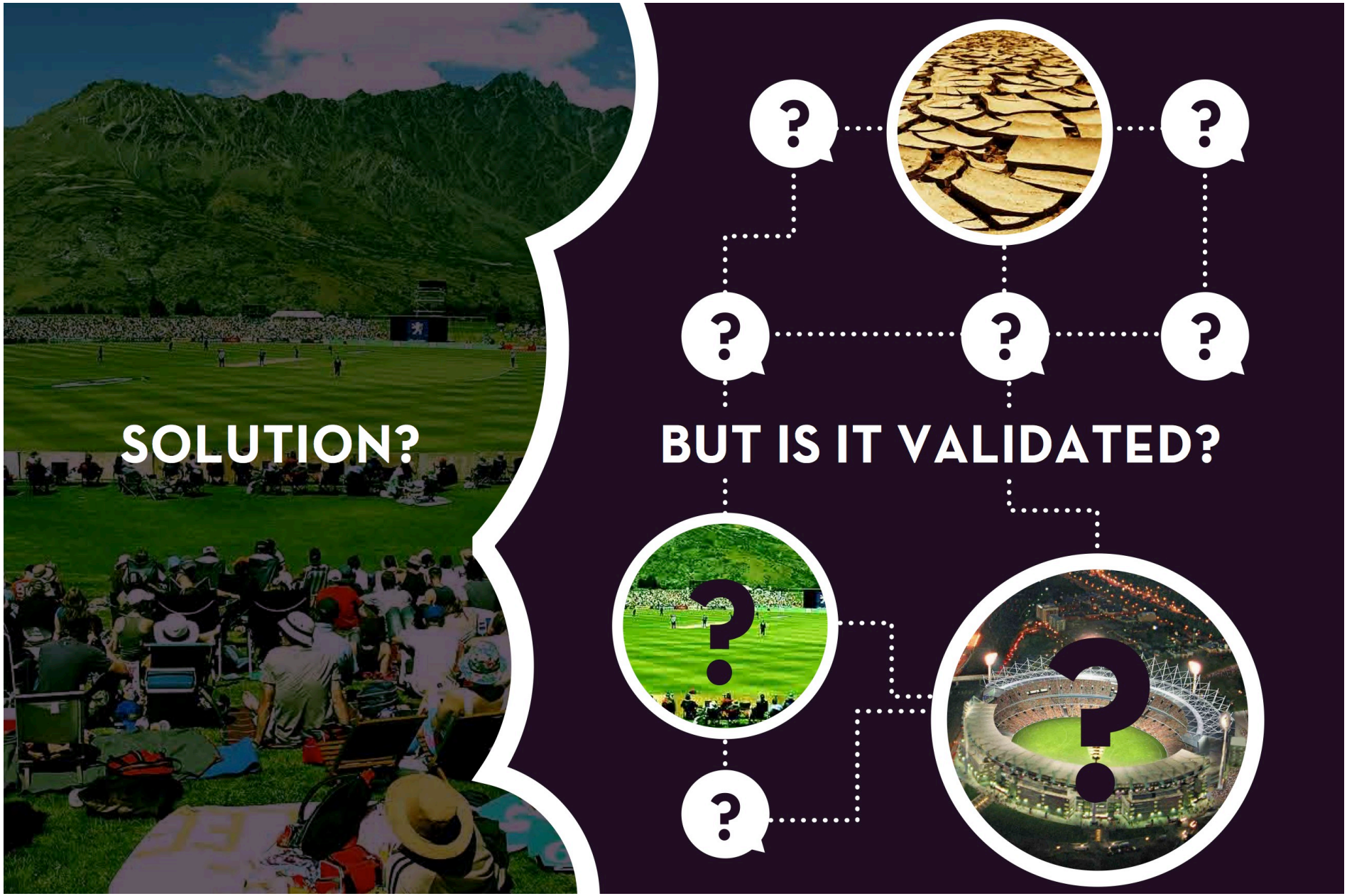
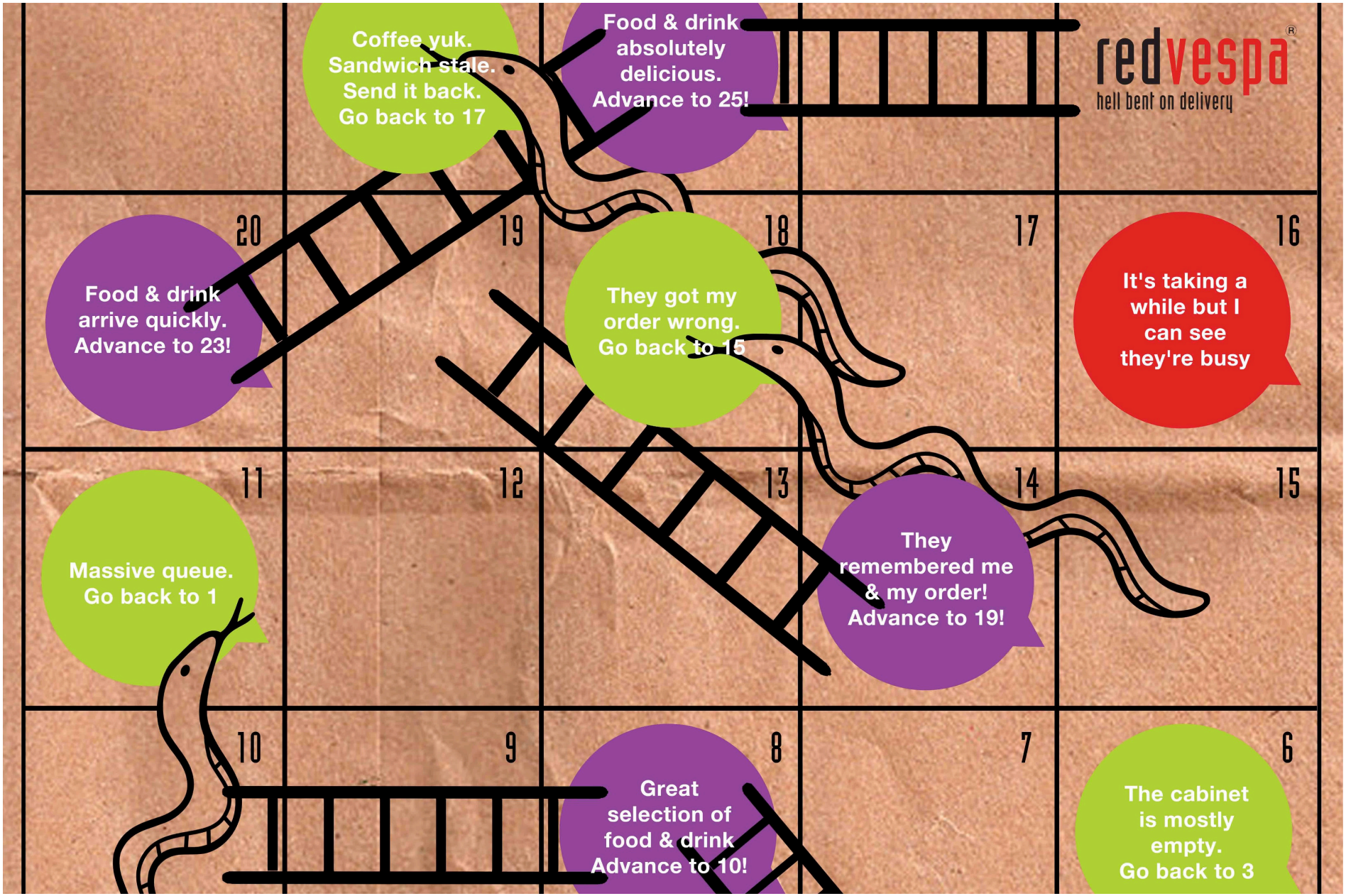
RECOGNITION
COLLABORATION
THOUGHT LEADERSHIP
HONESTY
INTEGRITY
EMPOWERMENT
IIBA
International Institute
of Business Analysis™

strategic programmes of work
agile board
redvespa
hell bent on delivery
user stories
backlog
in progress
blocked
done
internal strategic tasks
agile board
redvespa
hell bent on delivery
to do
doing
parked
done
redvespa
STOP STARTING
START FINIS
redvespa


SOLUTION?
BUT IS IT VALIDATED?

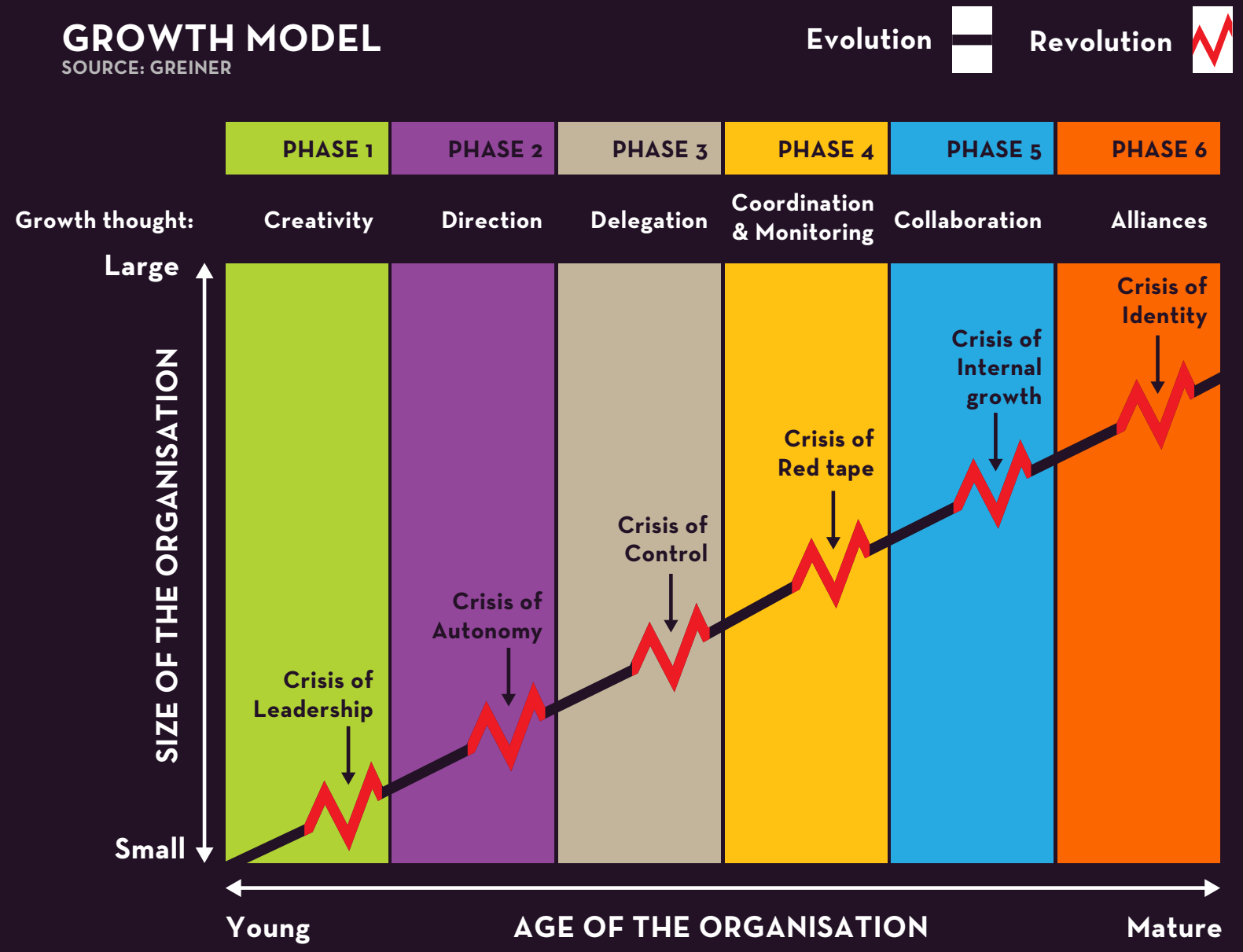
INVISIBLE
INNOVATION

CHENNAI EXPRESS
ROYAL CHALLENGERS
RC
BANGALORE
PEPSI IPL
INVISIBLE INNOVATION


redvespa®
hell bent on delivery
Coffee yuk. Sandwich stale. Send it back. Go back to 17
Food & drink absolutely delicious. Advance to 25!
20
Food & drink arrive quickly. Advance to 23!
19
18
They got my order wrong. Go back to 15
17
16
It's taking a while but I can see they're busy
11
Massive queue. Go back to 1
12
13
14
They remembered me & my order! Advance to 19!
15
10
9
8
Great selection of food & drink Advance to 10!
7
6
The cabinet is mostly empty. Go back to 3

GROWTH MODEL

SOURCE: GREINER



programmes of work
agile board
STOP STARTING
START FINIS

Food & drink absolutely delicious. Advance to 25!
They got my order wrong. Go back to 18
They remembered me & my or
Advanc

TIME, CONSISTENCY, CONSTANCY AND COMPASSION • TIME, CONSISTENCY, CONSTANCY AND COMPASSION •

BUT IS IT VALIDATED?

HI, MY NAME IS
BA

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iiba.org