

Reshaping the Global Vision of Business Analysis

Stephen Ashworth, President & CEO



BA Convention™
INNOVATION • THOUGHT LEADERSHIP • SHARING

Reshaping the Global Vision of Business Analysis

BA Convention 2015

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July 23, 2015

Understanding Who We Are



- Independent, non-profit professional association serving the business analysis community
- We are and will continue to:
 - be the recognized global thought leader
 - be dedicated to elevating the role of business analysis
 - provide access to relevant tools, resources, events and connections



Our Driver

“Unite a community of professionals to create better business outcomes.”

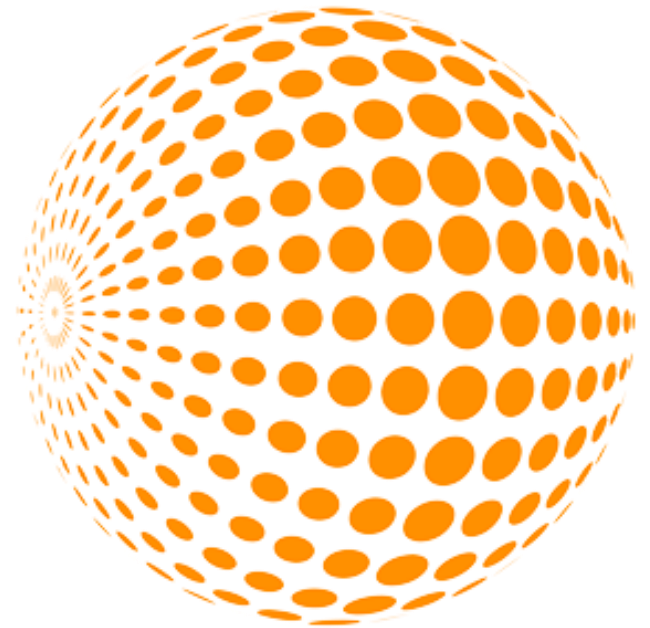
IIBA Core Purpose



A Growing Community of BA Professionals

As of June:

- 29,000+ Members
- Chartered Chapters: 115
- Over 240 Corporate Members
- CCBA® Recipients: 740+
- CBAP® Recipients: 5200+



Some of the 240+ Corporate Members Include:



Delivering Positive Impact

- Focus on capturing global opportunity of IIBA to scale and grow organization and impact
- 2015 - Delivered a number of key priorities
 - Launched new 3-year Strategic Plan and Operating Plan
 - Restructured global staff to increase focus on Members and Chapters
 - Global launch of *BABOK® Guide v3*
 - Engage new potential partners
 - Building the foundation for new Corporate engagement
 - Undertaking global tour to further engage community



The Future is Bright!

- It is an exciting time to be a BA and part of IIBA
- Strong commitment to support Members, local Chapters and Partners, while driving the global strategy
- IIBA must apply the principles and the standards that are core to the BA profession



Delivering on our Purpose

- BAs make an impact and provide positive contributions
- But it is more than defining requirements
- BAs help define success and strategy and are necessary partners to achieve organizational success
- IIBA has a responsibility to ensure that the role, contribution and acceptance is understood and embraced
- BAs must become and be seen as ESSENTIAL
- We have to focus on delivery of business value



IT Industry Trends in India

01

Demand from global customers for service providers to be strategic partners

02

Digital Innovations being used to create newer business models

**INDUSTRY
GROWTH**

Automation to infuse efficiency and reduce costs

Skill Gaps resulting in under leverage of industry's true potential

03

04

- **Business Analysis skill is most critical skill for these trends**
- **Business Analysis skill demand expected to grow multifold**



Expanding Reach Across India

- Membership numbers continue to grow
- Recognition of the value is driving new demands
- Significant opportunity to increase reach across India
- Requires increased connectivity with corporations, academia, researchers and policy makers
- New IIBA Chapters and greater presence in India



Local Connections. Global reach.

- Global Tour focuses on supporting local opportunities and creating opportunities to expand global reach
- For IIBA India Chapters to provide sustained value, it is time to take a significant step forward
 - Implementation of flexible, sustainable model
 - Build networking, volunteering and mentoring opportunities
 - Corporate connectivity
 - Support growing India's evolving business analysis discipline



Foundation for Reshaping the Future

Strategic Plan

- Examination of IIBA current and future state examined to help lead us to a new strategic plan
- Launched in Nov 2014
- IIBA's new direction will bring extensive value and support



November 5th, 2014

Reshaping the Future | The Strategic Plan – 3 Years

To unite a community of professionals to create better business outcomes.

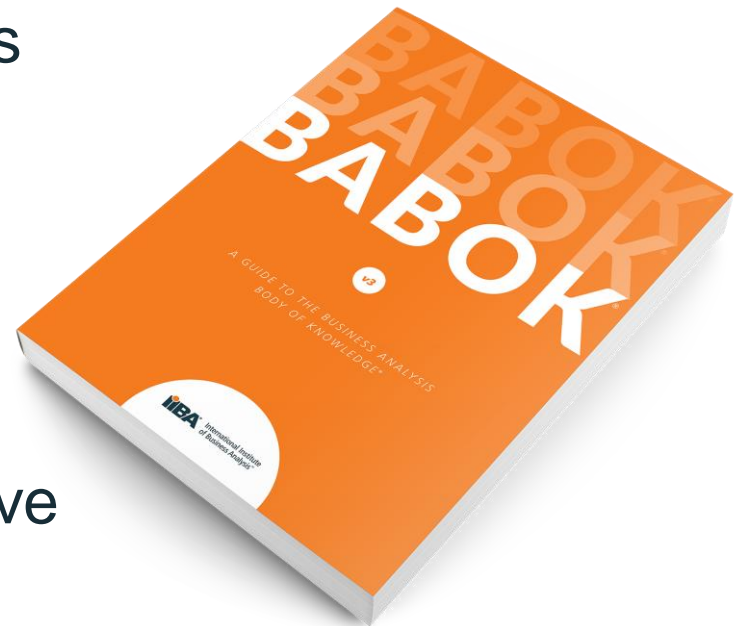


Questions or comments? Email us at strategicplan@iiba.org

The Essential Guide to Business Analysis *BABOK*® *Guide v3*

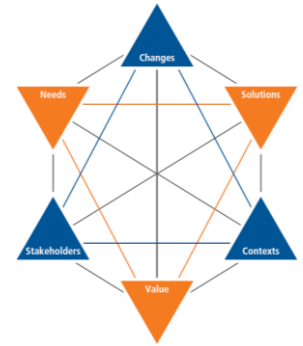
A Guide to the Business Analysis Body of Knowledge[®] (*BABOK[®] Guide*) v3

- The only globally recognized standard for the practice of business analysis
- Essential resource as it defines the skills and knowledge required by business analysis professionals
- *BABOK[®] Guide* reflects the collective knowledge of the global business analysis community



Why the New **BABOK® Guide v3** is the Essential Standard for Business Analysis

- Encompasses the full scope of the Business Analysis Discipline
- Core concepts & unified terminology
- Perspective connect BABOK® to BA practices
- Revised knowledge area structure



Coming
August 11

BABOK[®] v3 SERIES

- Providing the latest information, tools and resources related to the five perspectives

-  Information Technology
-  Business Process Management
-  Agile
-  Business Intelligence
-  Business Architecture

Setting the Standard – IIBA Certification

Certification Products:

- CCBA® - 700+
- CBAP® - 5000+

Recognition Products:

- Academic Diploma
- Academic Certificate

Certification Process – individual must:

- Meet Eligibility Requirements
 - Work Experience hours
 - Professional Development hours
 - References
 - Code of conduct
- Submit Online Application and Be Approved
- Pass Exam
- Recertify (every 3 years)



Path Forward on Certification

1. Leveled certification program

- Recognizes key milestones along BA career path

2. Specific competencies required per level

- Reflects what BAs need and validated by the market
- Distinguishes levels from each other
- Provides clear direction to BA on which level to pursue
- Enables courses/programs specific to each level
- Assists in exam development at each level
- More details will be announced November 2015



Increasing Global Engagement & Support

New Engagement Framework

- Establish the foundation of a **sustainable framework** for new/enhanced corporate and business development capability
- Raise the brand, profile and value IIBA brings to the B.A. Corporate and Business Community through the development and implementation of **value add programs**
- **Align and integrate** new/enhanced corporate/academic programs **with our Chapters** as well as incorporate into IIBA conferences , events and Chapters PDDs.
- Develop **partnership/alliance** strategies and deployment models with other **complementary associations and organizations.**



Engagement Areas

- 
- Corporate Engagement
 - IIBA Corporate Membership Program
 - New Quarterly Corporate Forums*
 - Targeted Corporate Involvement initiatives
 - Strategic Initiatives (e.g. EBACC)
 - Sponsorship and Conferences
 - Government Outreach
 - Targeted Government Involvement initiatives
 - Research*
 - Lobbying*

* In planning phase 23

Engagement Areas

- 
- Academic Engagement
 - Research/white papers*
 - Curriculum Development
 - IIBA Academic Recognition Program
 - Professional Associations
 - Currently in various levels of discussions with global associations
 - Management Associations
 - Research Organizations

* In planning phase

Examining the Future Opportunities

2015/2016: Bringing Greater Value & Support

Enhanced
certification
program

Partner with
leading
research
organizations

Launch
the
EBACC

New Global
Reach &
Chapters

Strategic
partnerships
with
professional
associations &
corporations

New tools,
resources and
education
opportunities

Partnering for Success

- Partnership to create a positive impact on global business community
- Create greater awareness of the discipline and value of the BA role
- Support and enhance standards and best practices
- Goal to build on the positive impact of BA and provide the community with increased connections, support and value



Thank you.
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