

STRONGER TOGETHER

A Conversation with BCS & IIBA



International Institute
of Business Analysis™



The background features four silhouettes of business professionals in various poses: two men reviewing documents, a man and woman shaking hands, a woman and man shaking hands, and two men shaking hands. A dotted line forms a circle around the central text.

Together,

**we are building a strong
foundation for the future**

Collaborating for the community

develop and support business analysis as a globally recognized profession and discipline

promote the value of business analysis, the role and recognized certifications

Influence the industry and government for mutual benefit and establishment of a recognized practice



**Bringing extensive value
and support to the
BA community**

The background features a central graphic of a hand holding a globe, surrounded by four silhouettes of business interactions: two men talking, a man and woman shaking hands, a woman and man shaking hands, and two men shaking hands. A dotted line arches over the top and under the bottom of the central hand and globe.

Transformative opportunities underway

**Showcase the
value of business
analysis and
complementary
professions and
practices**



**Foster connections beyond
our own community**

The image features a central graphic of a hand holding a globe, rendered in a light gray, semi-transparent style. Surrounding this central graphic are four pairs of silhouettes of business professionals in various poses: two men reviewing documents, a man and a woman shaking hands, a woman and a man shaking hands, and two men shaking hands. Additionally, there are two arcs of gray circles, one at the top and one at the bottom, framing the central text.

**We are uniting
and expanding our
community**

**Elevating the
recognition of
the role, the
discipline and
the practice**




**Globally recognized
Certifications open the
doors for BA professionals**

The background features a light gray dotted arc at the top and bottom. Silhouettes of business professionals are scattered around the text: two men on the top left, a man and woman shaking hands on the top right, a woman and man shaking hands on the bottom left, and two men shaking hands on the bottom right. A large, faint watermark of a hand holding a pen is centered behind the text.

**Aligned complementary
offerings in the
business analysis
community**

New tools, resources and educational opportunities





**Together, we are
building a path to a
stronger BA Community**