



DELIVERING VALUE. CREATING SUCCESS.

BA Convention India
Ken Fulmer, CEO IIBA

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OUR DRIVER

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

- IIBA Core Purpose



IIBA India Plans – 3year

- Engagement
- Collaboration
- Value
- Growth



New Chapter Engagement

Establish chapters for face to face 'experience' and community



Broaden Corporate Program member engagement

- Enable manager to manager 'experience'



Establish a solid relationship with the India Academic community

Leverage the **IIBA® NASSCOM®** Memorandum of Understanding (MOU) collaboration



Grow membership and provide India-Centric Value-add benefits

IIBA India Plans – 3year

- Engagement
- Collaboration
- Value
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Engage India talent in



Global Thought
Leadership
Program



IIBA Enterprise
Business Analysis
Capability (EBAC)
Framework



**CERTIFICATION
PROGRAM**



More broadly grow
certification in multiple ways -
“hybrid BA” model

- **Specialized Certifications**
- **Micro-credentials**



I.P. RESEARCH

Conduct research
and develop I.P.
leveraging
capabilities in India
and globally

THE NEW IIBA AGILE BUSINESS ANALYSIS EXTENSION

INTRODUCES A ROLLING PLANNING MODEL WITH THREE PLANNING HORIZONS

- STRATEGY
- INITIATIVE &
- DELIVERY



HELP ORGANIZATIONS, TEAMS AND PRACTITIONERS DELIVER GREATER BUSINESS VALUE


BA Impact & Expanded Role

EVOLVING / ADVANCED SKILLS

• STRATEGIC

- Expanded Role in pre-project level
- Business case – focus on value and business benefits
- Solution approach
- Expanded Critical Thinking

• MULTI DISCIPLINES / APPROACHES - CAREER PATH

- Agile Roles – Changing for traditional professions - Product Owner
- User Experience Design (UX) / Customer Experience
-  Emphasis on **DESIGN** – “Change by Design”

• DIGITAL



• ADVANCED ELICITATION TECHNIQUES

- Forensic analysis
- Discovery
- Anthropony

- Systems Thinking
- Design Thinking
- Critical Thinking
- Innovative & Adaptive Thinking

THANK YOU

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