



Leveraging Business Analysis in Your Organization

Workshop Description

Business analysis is emerging as a key discipline for organizational success. As business processes, products, and services increase in complexity, thorough analysis is needed to enhance and innovate in a competitive marketplace. Business analysis skills also help organizations make critical decisions about where to allocate corporate resources.

Regardless of whether your organization has a job title named Business Analyst, or your employees perform business analysis in conjunction with their other roles, enhancing and supporting business analysis skills is imperative. Many executives and managers don't share a consistent understanding of the type of work performed by business analysts or don't know how best to support and nurture the skills. What do you need to know to encourage this emerging discipline and increase success in your organization?

This briefing is designed for organization executives, leaders, and managers. Attendees will learn how other organizations have defined the role of the business analyst and the difference between business analysis and project management activities. The session will also describe the value of using business analysis tools and techniques before starting a project as well as during project execution.

Workshop Outline

The Value of Business Analysis

- What is business analysis? How is it related to project management?
- What is the value of business analysis?
 - Seeing potential for business improvements
 - Turning business needs (requirements) into solutions
 - Analyzing the impacts of change before jumping in

RMC's Business Analysis Framework

- Enterprise Analysis
 - Identification of business needs, problems and opportunities
 - The importance of root cause analysis
 - Development of business cases
- Project Work
 - Clarification of specific business objectives and expectations
 - Getting consensus on a solution scope
 - Assessment of business risks
 - Elicitation of requirements
 - Facilitation of a solution design
 - Successful partnership of the project manager and business analyst
- Stakeholder Analysis and Communications
 - Building and maintaining stakeholder relationships
 - Eliciting requirements and expectations
 - Building consensus across organization units

Positioning Business Analysis in the Organization

- Who performs business analysis in your organization?
- Characteristics of a Great Business Analyst
- Leadership support for business analysis
 - Why business analysis needs leadership support
 - What happens when business analysis goes unsupported by leadership

Key Topics in Business Analysis

- International Institute of Business Analysis (IIBA®)
- PMI Requirements Community of Practice
- Agile and Business Analysis

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