

BA Manager Forum November 2015 – workshop B – BA value and branding

Four workshop groups were given topics to discuss, culminating in a suggested strapline/message for the business analysis brand that could be used to demonstrate what the role encompasses overall.

Below are the consolidated outputs from the four groups and the four proposed brand straplines to be voted on by the full BAMF group:

<p>Vision for business analysis</p>	<p>Help drive strategic direction</p> <ul style="list-style-type: none"> - Facilitate - Implement <p>Don't lose core capability Move into influencing Use knowledge of technology to influence Look for opportunities Use understanding of business to facilitate change Making people think Business do the right thing, at the right time, in the right way with the help of the BA Key players in the delivery of business strategy Delivering quality products Driving business outcomes Empowered to deliver Delivering value add to the business Business visionary – understanding the big picture Broadening perspective Taking strategy into delivery Trusted partner</p>
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<p>Mission for business analysis</p>	<p>Delivering business outcomes Contribute to value/company success Natural choice to consult on business initiatives Link to strategic direction Holistic view – people, project, process Understanding the time business need Seen as key players in the delivery of business strategy Enabling business to be the best it can be</p>
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<p>What value do your customers think BAs add to their organisation?</p>	<ul style="list-style-type: none"> Produce documents Deputy PM Provide wider view Translation service Ability to talk to IT people Build consensus Articulate the problem Act as a point of contact Clarify scope Understand impact of change Help to understand business need Objectivity Integrity Logic Rigor Blockers (slowing process down) Knowledge (sme) Wider thinking – big picture Resilience – improving quality Conscience of the business Facilitation
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<p>How do our customers measure the value BAs bring?</p>	<ul style="list-style-type: none"> Document artefacts Defects related to requirements Change requests due to missing/incomplete requirements How much time we take up – cost Formal survey Informal feedback Dependent on project size Are people coming back for more? How many changes to requirements? (link to defects in test/UAT) How early is BA involved? Control of costs Benefits realisation/measurement Look for opportunities Re-use of artefacts Level of project noise Traceability to business benefit – realisation Perception
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<p>How can we increase this value or add additional value?</p>	<p>Changing what they think we do Terms of reference/service catalogue Giving a better understanding of TRUE value delivered Communication of success stories Getting a senior advocate Visibility Case studies – self promotion Recognition Consistency of delivery Proactive Deliver efficiently Business coach</p>
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<p>Proposed Straplines/messages to support the BA brand</p>	<p>Understanding and improving your business Transforming ideas into action Catalysts for change The trusted partner to turn your vision into reality</p>
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