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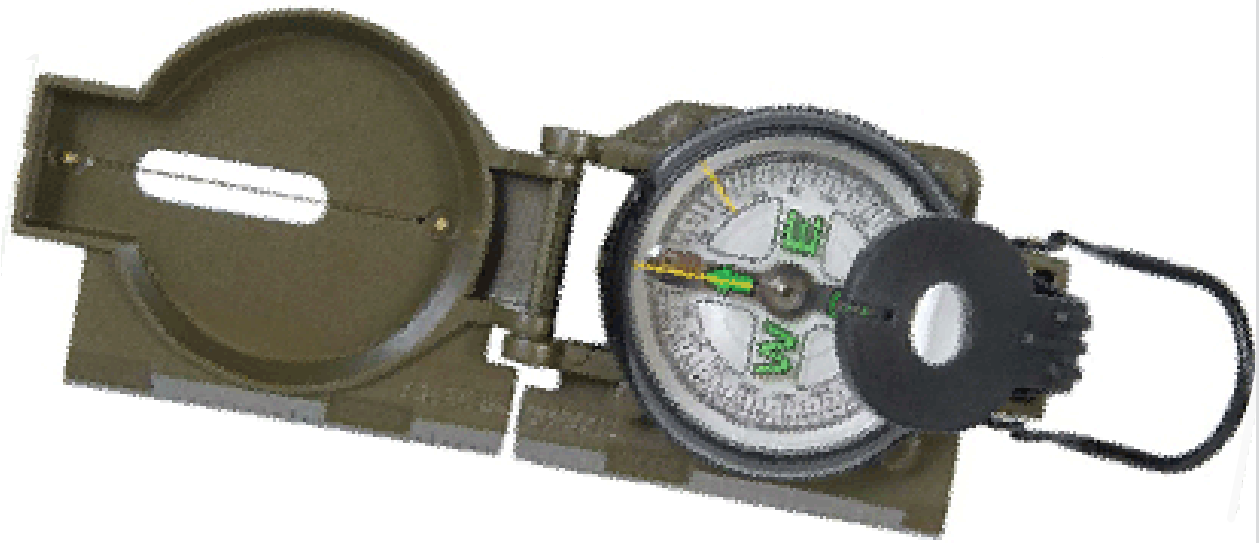
Direction: 2010



The IIBA Direction for 2010 and Beyond

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Topics

Panelists

About IIBA

Participation

PART 0: INTRODUCTION

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Topic: The IIBA of the Future

- Your opportunity to learn about the goals and projects IIBA is working on this year.
- We will end with a brief Q&A session.
  - More questions will be answered in:
    - The President's "Screen-side Chat" webinar
    - The Community Network Forum for this webinar
- Today's topics:
  - BA Competency Model
  - BABOK® Extensions
  - BA Resources
  - BABOK.org
  - Corporate Membership
  - Global Membership
  - BABOK® Translations
  - Associate Level Certification
  - Conference 2010
  - IIBA Publications

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Kathleen Barret

CEO and President, IIBA®

- In June of 2009, Kathleen Barret became the first full-time President and CEO of International Institute of Business Analysis after having held the role as a volunteer since the organization's inception in October 2003.
  With over 25 years of experience in information technology, Kathleen has held many roles including most recently, managing offshore software development work for a large financial service organization. Her involvement in the field of business analysis began when she was asked to create a centre of competency for BAs for her company. She is experienced in CMMI and benchmarking, and through her many years of consulting, brings cross industry knowledge to her role at IIBA

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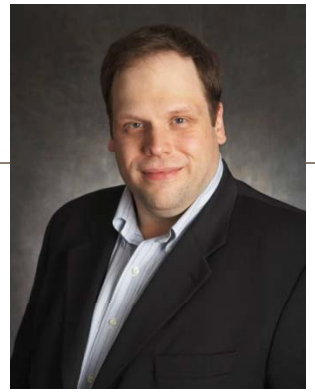
Kevin Brennan, CBAP®



VP, Professional Development

- Responsible for
  - IIBA® Standards (BABOK® Guide and Extensions)
  - EEP™ Program
  - IIBA Community Network
  - Career Centre
  - Delivering PD Opportunities to IIBA® Members
- Past Experience
  - Joined IIBA in 2003
  - Led development of BABOK® Guide
  - 12 years BA experience

Julian Sammy

IIBA® Head of New Media

- Host of the IIBA® Webinar Series
- Head of the IIBA® New Media Group
- Experienced Project BA, SME, COE Manager, and Enterprise BA
- Writing “The Dangerous Question”, a synthesis of BA practice and theory
- Teach BA courses in Planning, Analysis and Stakeholders

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IIBA® Vision and Mission

Vision	The world's leading association for Business Analysis professionals
Mission	Develop and maintain standards for the practice of business analysis and for the certification of its practitioners

IIBA® is an international not-for-profit professional association for business analysts.

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IIBA® Goals

Create and develop awareness and recognition of the value and contribution of the role of the Business Analysis Professional

- Define the Business Analysis Body of Knowledge® (BABOK®)
- Publicly recognize qualified practitioners through an internationally acknowledged certification program
- Provide forums for knowledge sharing
- Advance the practices of business analysis within organizations
- Define a roadmap for professional growth and development

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Guiding Principles

Members First

Give what you can so you can get what you need

Think globally, act locally

Chapters, our storefront to the local community

Methodology Agnostic

Helping business do business better

Adaptability over stability

Transparency in our operations

Progress over perfection

Collaboration

Win-Win

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"Set Stakeholder Expectations"

Throughout this presentation we will try to be clear about our plans

- These are plans. We think the business cases are SMART – but timelines and priorities will be reassessed monthly
- The President will update you on our progress each month during her Screen-side Chat
- Discussions on the forums

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Questions

We will answer as many as we can.

- The webinar forum: http://j.mp/68NNw1
  - During the webinar and after
- Question box
  - Type your topic and tell us if you have a microphone or are on a phone
    - "Callers" will be answered first
- More answers will follow…
  - President's Screen-side Chat

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Description

Why?

Benefits

COMPETENCY MODEL

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Competency Model: Description

- Defines the Knowledge and Skills that make a good BA in terms of observable Behaviours
  - 53 Competencies linked to the Tasks in the BABOK Guide.
  - UC are already described as competencies, so they are not emphasized
- Initial release is a 20pg package.
  - We will release more iterations in 2010

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Competency Model: Why?

Defining moments

- This is the next big step in the development of IIBA and the profession
- Provides Organizations, Managers, HR professionals, BAs and other stakeholders with a foundation for:
  - Better use of BA resources
  - Measurable baselines and tracking of BA competency

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Some Stakeholder Benefits

Organizations

- Assess role alignment to match people and skills to the job
- Assess Business Analysis training needs against strategic plans
- Leverage the BA Role through BA role education
- Create standardized career paths

Business Analysts

- Self assess competency for reflection and development
- Extensions / Specializations
- Self managing their career and competency
- Giving peer feedback to other Business Analysts
- Mentoring other Business Analysts or aspiring Business Analysts
- Career Path

Managers

- Providing Business Analysis feedback to team or team members
- Managing Business Analyst Performance
- Managing and assessing Business Analyst training needs
- Managing Business Analysis role alignment
- Managing Business Analyst compensation and rewards
- Setting and managing business analysis expectations within and external to their team
- Mentoring and coaching Business Analysts

HR Leaders

- Managing recruitment, interview, and selection processes

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Competency Model: Next Steps

- Initial Release this month
- Planning session in January
- Next iteration(s)
  - Your feedback and innovation
  - Competency Model Team assessment
  - Product / service development
  - Launch
- Lather, Rinse, Repeat

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Description

Why?

Next Steps

BABOK EXTENSIONS

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BABOK Extensions: Description

- Summarizes industry consensus and knowledge on a specific subject of the BABOK
- Rigourous standards are in place for the development process
  - Meets ISO standards, in the same way the BABOK does

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BABOK Extensions: Why?

- For areas with multiple standards or no formal standards:
  - Set standards in the field
  - Build a foundation for role descriptions and career paths
- Understand how the role may change

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BABOK Extensions: Next Steps

- First extensions are underway
  - Agile Business Analysis
  - Enterprise Business Analysis
- In 2010 this will not impact CBAP
  - Further investigation this year.
  - Version 1 in 2010. Iterations to come.
- Partnering
  - With other organizations to examine common areas of interest

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Description

Why?

Next Steps

RESOURCES

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New and Expanded

- Books 24x7
  - 250-300 BA titles
- Webinars
  - More than 2/month
  - Technical, organizational, call-in panels
- Podcasts
  - Short format, interviews, event reporting
- Quick Tips for Better Business Analysis
  - More member-generated and reviewed content
- *Framework* products based on the Competency Model
- BA Connection

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More Resources: Why?

Helping Business Analysts Do Business Better

- Members resources to improve
  - Competency and performance
  - Employment prospects
  - Career advancement
- We want IIBA membership to be a significant contribution to your becoming a leader in our field.

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Resources: Next Steps

- Professional Development new hires
- Rapidly expanding volunteer support
  - Product Managers
  - Writers, bloggers and columnists
  - Show producers
  - Audio and video editors
  - Reporters and interviewers
  - More needed!
- Investigating new opportunities

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Description

Why?

Next Steps

BABOK.ORG

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BABOK.org: Description

- The BABOK content will be publically available as an online reference
  - PDF version remains free to members
  - Print copies will be discounted for members (if possible)
- This reference will include functionality for public discussion and improvement
- Rigorous version control will be in place to maintain the validity of the CBAP exam and designation

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BABOK.org: Why?

- Putting BABOK v2.0 behind a pay wall had two major impacts:
  - Many projects possible this year
  - Restricted distribution of important advancements in our profession
- The next stage of development for our profession requires widespread adoption of the BABOK as the standard for Business Analysis work
- We must also protect member benefits

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BABOK.org: Next Steps

- In the next few months we will:
  - Develop our high level and detailed requirements for BABOK.org
  - Implement appropriate infrastructure
    - People, Processes and Tools
  - Communicate our progress and intent
- Will be live before the middle of 2010

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Description

Why?

Next Steps

CORPORATE MEMBERSHIP

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Corporate Membership: Description

- Establish long term relationships with the employers of business analysts, to help them improve their BA practices.
- Enable them to use the knowledge and capabilities of IIBA to their advantage.
- A la carte approach to our products and services, but always includes:
  - Membership for your BAs
  - Participation in the Corporate Member Special Interest Group (CM SIG)

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Corporate Membership: Why?

For the Organization

- Top-down, holistic assessment of BA capabilities in the company
  - Manage participation w/bulk registration
- Product and service discounts

For the BA and IIBA

- The more employers engaged in IIBA, the stronger the profession becomes for everyone.

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Corporate Membership: Next Steps

- Our goal: 20 by end of 2010
  - Kathleen has 30-60 minute conversations with interested corporations daily
- Establish and manage SIG
  - Investigation with prospective and current Corporate Members to determine the forum and format that will best support them

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Description

Why?

Next Steps

GLOBAL MEMBERSHIP

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Global Membership: Description

- Establish a membership fee structure that takes into account purchase-power-parity around the world
  - $95 US means something different in the majority world than in the G20

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Global Membership: Why?

IIBA Vision

- The world's leading association
  - International, not “North America and Western Europe”
  - Intense global demand for BA services
- Great opportunity to set the standard for the profession, everywhere

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Global Membership: Next Steps

- Complete detailed requirements review
- Development and implementation planning
- Communication / Marketing campaigns
- Open the doors

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Description

Why?

Next Steps

BABOK TRANSLATION

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BABOK Translation: Description

- Japanese edition available now via Japan Chapter
- Working on German translation with a group of orgs

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BABOK Translation: Why?

IIBA Vision

- The world's leading association
  - International, not ‘English’
  - Intense global demand for BA services

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BABOK Translation: Next Steps

- Volunteers are now looking at
  - Spanish
  - French
  - Portuguese
- Most recent request:
  - Urdu

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Description

Why?

Next Steps

ASSOCIATE LEVEL CERTIFICATIONS

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Associate Cert'n: Description

Certification for BAs who don't have the experience for CBAP

- Knowledge-focused assessment
- Less than current 7500h for CBAP
  - Have not determined the appropriate threshold yet
  - Related to the to-be-developed stages in the competency model

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Associate Cert'n: Why?

- For BAs
  - A path to establish and build your career
  - Recognizes you are part of a profession, and focused on growing in that profession
- For Educators
  - University programs can incorporate this into their programs
- For Managers
  - Better assessment of entry-level and junior candidates
  - Better able to set up curricula
  - Establish and assess individual and organizational development plans

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Associate Cert'n: Next Steps

Role Delineation studies

- Profile experience and eligibility requirements
- Exam blueprint
- Item writing

Release in 2010

- Aiming for Q3

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Description

Why?

Next Steps

CONFERENCE 2010

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Conference 2010: Description

Building Business Capability

Optimizing through Process, Rules and Analysis

A partnership of:

BPTrends

Business Rules Forum

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Conference 2010: Why?

- First inclusive, cross-specialty conference for all of Business Analysis
  - Senior BAs, Managers of BAs, the business of IIBA, collaboration across specializations
- Experiential learning environment
  - Go back to work with new capabilities immediately, plus long term development
- IIBA Day
- Managers of Business Analysts
  - Practical tools to manage better tomorrow
- Business and Enterprise Architects
  - Better navigation / interaction between the architecture layer of the org and the project layer

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Conference 2010: Next Steps?

- Now in the planning process
- First week of November, 2010
- Working on the location

More information will be published in the coming weeks.

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Description

Why?

Next Steps

PUBLICATIONS

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Publications: Description

Any documents we produce that are not standards

- We're becoming a publisher.
- Commissioned books only – for now.
  - Current: Managing Business Analysts
  - Creating a submissions process in 2010

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Publications: Why?

- Expand IIBA reputation as a trusted source of high quality information
- Increase the impact of BAs on their own profession
- Help BAs be heard

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Publications: Next Steps

- Develop end to end publication process, with contracts, etc.
- We will document and learn from the first book, to be published this year

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PART 6: CONCLUSION

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Call for Volunteers

- Presenters:
  - We want you to share your expertise and experience. What do you want to give to your community?
- Hosts:
  - Are you passionate about a BA topic? This webinar series is one of many, and they all need hosts.
- Reporters / Interviewers:
  - Participate in BA events, record audio and video, write stories
- Producers, A/V editors
  - For various webinars, podcasts and other new products
- Writers, Bloggers and Columnists
  - To share opinions and expertise on community.theIIBA.org and around the online BA community of practice

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New Webinar Series: Meet the CEO

IIBA is excited to announce a new monthly webinar series for members starting in January 2010. On the **first Tuesday of every month** Kathleen Barret, President and CEO, will discuss current IIBA activities. This will be an opportunity for members to pose questions directly to Kathleen to better understand the initiatives of the association.

This webinar is open to all IIBA members and will typically run for 30 minutes, depending on the length of the address by Kathleen, as well as audience participation.

To attend the webinar you will need to register. The details will be sent in an e-bulletin and noted in the newsletter.

We hope you will join us for this new monthly webinar series, and we look forward to hearing from you.

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Next Webinars:

Understanding the Competency Model

- Tue Feb 23, 2010, 12PM EST (UTC/GMT -5)
  - In January, we will public release the BA Competency Model, and ask for your feedback and extensions. Join Kevin Brennan (VP Professional Development) and Angela Wick (Head, Competency Model Development)
  - Register and vote: http://bit.ly/4PKZrD

Use Case Q&A

- Tue Jan 26, 2010, 8PM EST (UTC/GMT -5)
  - Join Tom Karasmanis, IIBA Chief Architect, to ask your questions about Use Cases and receive expert, practical advice. This webinar will include a very short introduction to use cases, followed by radio-call-in Q&A. Make sure you're microphone is on!
  - Register: http://bit.ly/5V9GRO

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