



## IIBA Guiding Principles

*IIBA® Guiding Principles represent a broad philosophy that guides the organization throughout its life in all circumstances, irrespective of changes in its goals, strategies, type of work or the top management filter for decision at all levels of the organization.*

Key Constituent	Guiding Principle	What it means	Why it is important
Members	Members first	<p>IIBA's business philosophy is to be Member intimate</p> <ul style="list-style-type: none"> <li>▪ delivering what our members want</li> <li>▪ collaborating with our members to understand exactly what they need</li> <li>▪ ensuring the products and services the members want are implemented properly</li> </ul>	As a professional association, IIBA exists for our members and actively supports the development and recognition of the business analysis profession.
Volunteers	Give what you can so you can get what you need	<p>IIBA understands that volunteers can only give what they are capable of giving whether it be skill sets, interest or time. We will try to accommodate all volunteers who have an interest in supporting the goals of the organization.</p>	<p>IIBA's success depends on the generous support of members through their volunteer activities. Without them, IIBA would not survive. We need to ensure that we give to volunteers the kind of learning and experience that will encourage them to continue to volunteer and support the organization.</p>
Community	Think globally. Act locally.	<p>IIBA recognizes differences and diversity across the world, and designs and delivers its products and services to support those differences.</p>	<p>We want to structure our programs to make them accessible to individuals all over the world regardless of economic circumstances.</p>



# International Institute of Business Analysis

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Chapters	Storefront to the local community	Chapters provide a channel to the local community by supporting <i>personal</i> relationships with IIBA members and delivering local representation of the IIBA brand.	While the world is becoming more "virtualized", we still need to reach out to our members and local communities. Chapters provide that personalized touch to local practitioners and keep the international organization apprised of local realities.
Organizations who require Business Analysis	Helping business do business better	IIBA improves the practice of business analysis by advising employers on what is required to create a productive environment for effective business analysis, by demonstrating the value of business analysis, and by developing long-term relationships with those organizations.	Businesses support IIBA by accepting and adopting the standards of business analysis as identified within the <i>BABOK® Guide</i> . They are employers to Business Analysts - our key constituent. They promote the practice of business analysis. They provide information to us on the status of BA practices.



# International Institute of Business Analysis

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IIBA	Methodology agnostic	IIBA's body of knowledge is not aligned to any one methodology.	We do not want to limit the application of business analysis. We want to ensure adaptability to changes in the business world and adoption of new methodologies
	Adaptability over stability in our operations	IIBA must be nimble and able to respond to opportunities when given the chance. We will consider all options to adapt to change.	IIBA is still a small organization albeit one with lofty aspirations. Our processes must not constrict us from being efficient and effective in meeting the organization's goals.
	Transparency in our operations	The rationale for important decisions will be shared with our key constituents.	We want to keep our stakeholders engaged in the direction of the organization.
	Progress over perfection	The precision of our process should not restrict us from accomplishing our goals. We will focus on the intent of the activity and the benefits it can bring.	As above - IIBA is still a small organization. We cannot afford to over-engineer our solutions.
	Collaboration	It is through engagement with all our key constituents that the business analysis discipline will continue to evolve.	The <i>BABOK<sup>®</sup> Guide v2.0</i> is the first in a number of steps defining the world of business analysis and it will evolve based on input from business analysts and businesses around the world.
Partners	Win-Win	IIBA engages in mutually beneficial relationships with our stakeholders.	