

# Reshaping the Future | The Strategic Plan – 3 Years

To unite a community of professionals to create better business outcomes.

## Global “Gold Standard” for BAs

- BABOK & Extensions
- Competency Based Learning Outcomes Established
- Simplified & Integrated Certification Levels & Standard Exams
- Leading Research & Thought Leadership

## Collaborative Chapter Model

- Strategic Engagement with Chapters
- Flexible Global Growth Model
- Enhanced Chapter Support

## Value Add Relationships @ Senior Levels in Organizations

- Enterprise Business Analysis Core Competency (EBACC) Assessment Framework
- Implementation Consulting from Certified Partners and SIs
- Senior Advisory Group(s)

## Leverage a Network of Complementary Associations

- Related Professional Associations
- Management Associations
- Partnering/Relationship Models

## Encompass Full Scope of Business Analysis Discipline

- Rebranding
- Development of IIBA IP to Support Expanded View

## Operational Excellence

- New technology platform
- Streamlined systems and processes to improve time-to-market
- Culture of service, innovation & accountability
- Aligned skills, capabilities & structure
- Strong consistent brand
- Financial sustainability