Exploring the *BABOK® Guide*

“Changing the way organizations change.”
Maureen McVey

Head of Learning & Development, IIBA

Maureen McVey, CBAP has 15+ years of experience as a business analyst and is a founding member of IIBA. Ms. McVey has provided business analysis services for many different industry sectors including; banking, finance, insurance, government, Policing and manufacturing and has been working within the I.T. industry for over 25 years.

As the Head of Learning and Development, Ms. McVey is accountable to business analysts in the areas of competency and career development. She supports corporations by providing process and business analyst competency assessments. Ms. McVey assesses academic business analysis programs ensuring alignment of those programs to A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide) and Competency Assessment Model v3.
Exploring the BABOK® Guide

The Series

- Panels of thought leaders debate aspects of:
  - A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide)
  - Business Analyst Core Concept Model™ (BACCMM)

- Public
- Free

Objectives

- Gain insight into the foundation of the profession
- Discover gaps, strengths, and controversies in the BABOK® Guide
- Expand your view of the profession
Exploring the BABOK® Guide

Episode 4: Requirements and Designs

Do BAs do design?

Join our lively panel discussion to expand your view of requirements and designs, beyond the traditional IT perspective.
Today’s Session

• Introductions
• Panelists provide their opinions and discuss
  • The role of the BA in design,
  • Requirements and design
  • Business need, solution and design
  • Audience questions will be discussed by panelists
Janet Wood, CBAP®

Janet Wood has been working in IT for almost 40 years and has played all roles from developer through Systems Analyst to Project Manager. For the last 12 years, she worked as a Business Analyst in one of the “Big Four” banks in South Africa, working on major projects. She is currently consulting as a BA Coach and Mentor for the same bank. Her Business Analysis experience ranges from small one-person projects to a massive multi-system, multi-vendor project.

She has been a member of IIBA for several years and has been active in the local chapter for most of that time. This year she has accepted the position of Chapter President. She achieved the CBAP® (Certified Business Analysis Professional™) certification in November 2011. In July 2012, she was accepted onto the writing team for version 3 of A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide).

What Janet enjoys most about being a BA is the wide scope of the role. She is passionate about Business Analysis and committed to promoting the profession in any way she can.
Scott Sehlhorst has been helping companies achieve *Software Product Success* since 1997, and started Tyner Blain in 2005. Scott is a strategy and product management consultant. He has also worked as a business analyst, technical consultant, software developer, project manager, program manager, and electromechanical design engineer. Scott has managed teams from 5 to 50, and delivered millions of dollars in value to his customers.
Julian Sammy

Head of Research & Innovation, IIBA

A passion for technology, behaviour, and information has driven Julian’s reality-based approach to business analysis. He has used this in many BA roles, such as Enterprise Business Analyst for IIBA, and his new role as Head of the RI Group.

Julian has written dozens of *Quick Tips for Better Business Analysis*, a chapter of the IIBA publication *Managing Business Analysts*, and many of articles in the BA Connection Newsletter. *Understanding the BACCM* is his current column. He also has two webinars: *Effective Communications*, and *Exploring the BABOK® Guide*.

Julian has worked on development of *BABOK® Guide v3*, first as a member of the Core Team, and now as Contributing Editor.
Q&A: How to Participate

Use the question box to share your questions.

Download this presentation and leave comments at Community.IIBA.org/BABOK3

Twitter:@BABOK  #BABOK
What are BAs doing in Design?
What is Design?

These are all aspects of design.
Design can be a requirement too!

- What the solution looks like.
- What I can do with it.
- What I need to know to make it work.
- What it does when something goes wrong.

- Not all requirements are “What”.
- “How” is a requirement too.
My How is your What

* **How** can we manage all the paper in this place?
* **How** do we get a Document Management System?
* **How** do we store / index / retrieve a ...?
* How does it work?
* How did you develop the code?
* How did you test it?

* **What** you need is a Document Management System!
* We can buy **what** we need from XYZ Corp.
* **What** you do is ....

* Now, that’s our trade secret!
* And that IS (technical) design.
Requirements vs. Design

It is an onion – alternating layers of requirements and design.

- “Requirements” are only required to fulfill a particular design.
- “Design” only exists in the context of fulfilling the requirements that drive it.
Perspective

A team is delivering in the context of manifesting a vision – the “top level” goal, and each member of the team will have a different perspective.

A universal definition of “requirements vs. design” does not help the team get the job done.
Labels

Ultimately, you cannot have a comprehensive, consistently agreed to label of “requirements” or “design” for anything.

- “Requirements” implies “why”
- “Design” implies “how” (or “what”)

Different people on the team will view the same “thing” as either “why” or “how” or “what” depending on their context.

For each person on the team, one label will be more appropriate than the other.

For someone not on the team, trying to identify a universally accepted label is tilting at windmills.
The Argument

Solution

Stakeholder

Solution/Need

Need

Stakeholder

Stakeholder
Evidence

Which is a Solution? Need?

For whom?
a requirement design is a usable representation of a need solution
Q&A: How to Participate

Use the question box to share your questions.

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If you have questions, concerns or comments about this webinar, please contact Maureen.McVey@IIBA.org
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