International Institute of Business Analysis™

Business Analysis Body of Knowledge (*BABOK® Guide*) v3

Please note:

- This session is being recorded.
- Should you have any questions, please type in the question box.

International Institute of Business Analysis™

Welcome

Kevin Brennan, CBAP®
EVP, Product Management and Development

Reshaping the Future

- Exciting future ahead
- Committed to *"**Unite a global community of professionals**"*
- New three-year Strategic Plan launched in Nov 2014
- Our new strategic plan is transformational and provides a more focused approach
- IIBA's new direction will bring extensive value and support to Members, Chapters, Corporate Community, Government, EEPs and academia

IIBA International Institute of Business Analysis™

November 5th, 2014

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

Questions or comments? Email us at strategicplan@iiba.org

A Guide to the Business Analysis Body of Knowledge® (*BABOK® Guide*)

- Core product for IIBA—serves as basis for almost everything else, including certification, competency model, etc.
- Globally accepted standard for business analysis
  - Development began in 2004
  - First Major Release was v1.6 in 2006
  - Updated to v2 in 2009
- Provides a consensus-based description of business analysis
- Available in English, French, Portuguese, Spanish, Japanese, and German
- v2 definitive work on business analysis in projects

Encompassing the Full Scope of the Business Analysis Discipline

Version 2 Scope	Version 3 Scope
IT Projects	IT Projects
Agile (limited coverage)	Agile (full coverage)
	Business Process Management
	Business Architecture
	Business Intelligence

- Industry is demanding:
  - Process improvement skills
  - Strategic thinking and alignment to business goals
  - Integration with agile software development methods
  - Greater focus on change management

Process Requirements

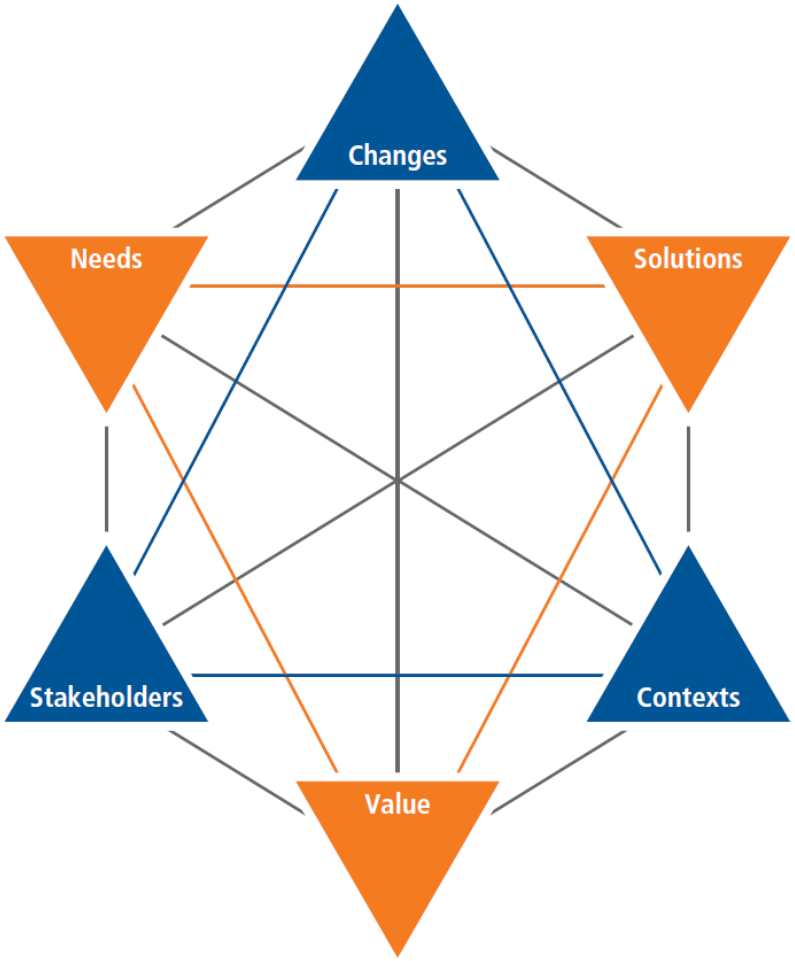
- Process was developed based on:
  - IIBA experience developing previous versions
  - Compliance with CSA, ANSI regulations for standards development
  - Information provided by IEEE, PMI, OMG on their experience and feedback from participants in those processes
- Global core team representing experience in multiple business analysis disciplines
- Task structure revamped and mapped against 10+ business change models—allowing for many different lifecycles
- Content run through 3 revision cycles

Public Review to Publication

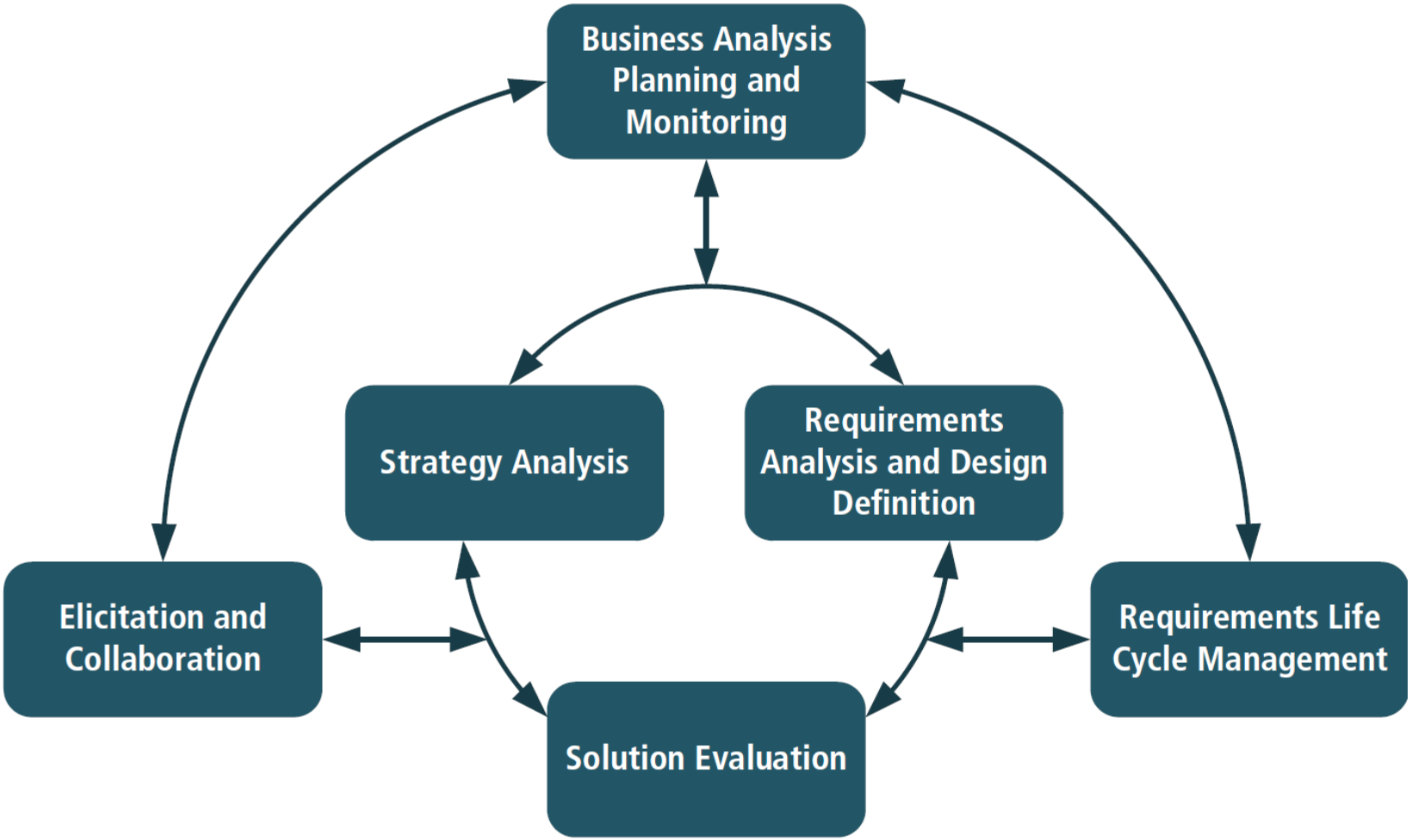
- Every section of the *BABOK® Guide* has been reviewed and edited by SMEs and technical writers to ensure accuracy, improve clarity, and address public feedback
  - 4500 comments from public, all were reviewed and ⅔ implemented
  - Community feedback on new structure largely positive, particularly from agile and enterprise practitioners
  - New and increased content on business cases, financial analysis, and other techniques based on community feedback
  - Images and graphics created for all sections
- Core team has reviewed and approved the revised document
  - All team members voted to publish with minor changes from last draft
  - CSA/ANSI requirements for standards development now fully met
  - On track for release mid-April

Core Concepts and Unified Terminology

- BACCM
  - Uniting a community of practitioners requires common terminology
  - 6 core concepts kept recurring
- Relevant from enterprise strategy to tactical implementation

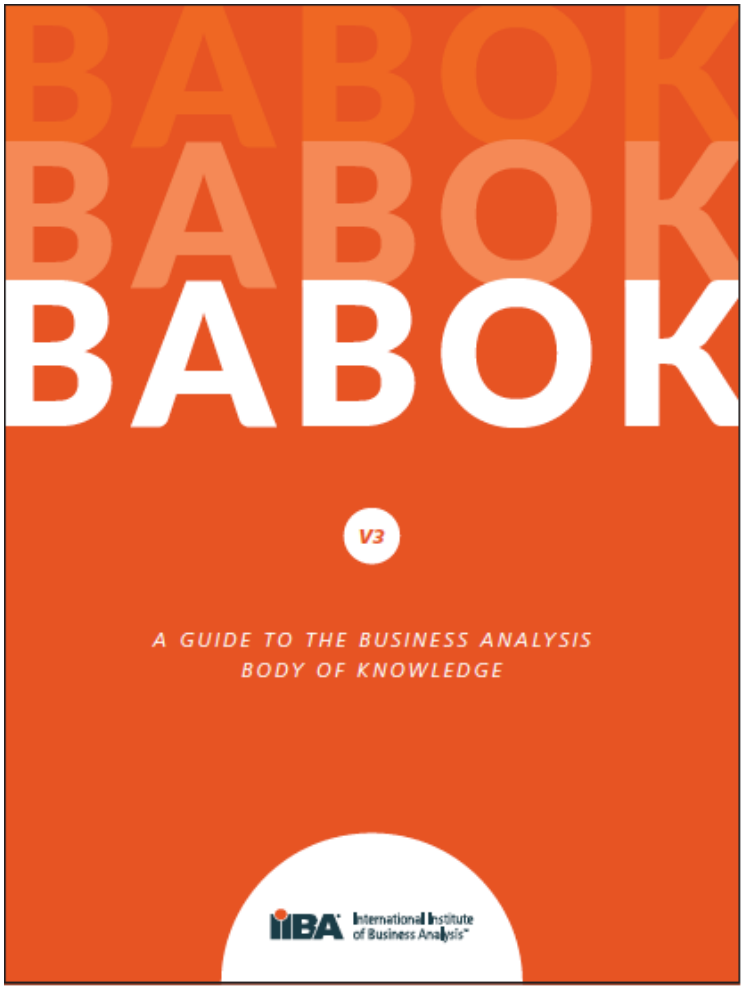


Revised Knowledge Area Structure



Coming April 15!

Global “Gold Standard” for BAs



Questions?

Thank you.

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Thank you for attending today's webinar

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The webinar has now ended.

Should you have any additional questions, please contact membership@iiba.org.