**Blog word count: Between 600- 800 words.**

I.e. examples of different types of blogs:[**Career Tips**](https://www.iiba.org/business-analysis-blogs/top-tips-to-market-your-business-analysis-skills/)**,** [**Q&A Series**](https://www.iiba.org/business-analysis-blogs/tips-for-writing-effective-user-stories-user-story-and-related-techniques--part-4-of-4/)**,** [**Tips & Advice**](https://www.iiba.org/business-analysis-blogs/3-tips-to-make-your-business-analysis-practice-more-effective2/)**,** [**How to’s**](https://www.iiba.org/business-analysis-blogs/how-to-write-a-business-case-that-gets-approved/)**,** [**Technical**](https://www.iiba.org/business-analysis-blogs/how-to-achieve-enterprise-agility/)**,** [**Events**](https://www.iiba.org/business-analysis-blogs/lets-grow-together-as-we-celebrateglobal-business-analysis-day/)**,** [**Trends**](https://www.iiba.org/business-analysis-blogs/4-education-trends-to-watch-in-2022/)**,** [**Spotlight**](https://www.iiba.org/business-analysis-blogs/8-women-to-watch-in-2021/)

**Keywords**: Provide 5 keywords that are present in the blog, such as Business Analysis, career tips, etc.

**Summary**: Provide a one-sentence summary on the blog

**Title tag**: Internal use only – IIBA team will fill this out.

**Title**

Author Name, Title, Company

Introduction

**Heading (if applicable)**

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Conclusion

**About the Author:**

Please provide Headshot image
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Insert short bio about yourself.

ie. [Sema Sali](https://www.linkedin.com/in/semasali/?originalSubdomain=ca) is Manager, Program Marketing at IIBA. She leverages the intercept of marketing with business analysis to increase awareness of the value and criticality of business analysis to the success of organizations in today’s complex and disruptive world. She contributes to the growth of IIBA’s ecosystem through marketing efforts of IIBA’s Programs: [Membership](https://www.iiba.org/business-analysis-membership/membership-benefits/) Program, [Corporate](https://www.iiba.org/business-analysis-membership/corporate-program/) Program, [Academic](https://www.iiba.org/business-analysis-membership/academic-program/) Program, and Endorsed Education Provider Program.