

## Purpose

### This Guide

To inform administrator(s) of IIBA Corporate Program members on IIBA New Corporate Member On-boarding program, in which the organization’s employees newly assigned to IIBA Corporate membership will enter.

### IIBA New Corporate Member On-boarding Program

IIBA Corporate Program member’s administrator(s) is responsible to assign their organization’s allotment of IIBA Corporate memberships to employees. IIBA is, then, committed to helping those employees, assigned to IIBA Corporate membership, achieve the full benefit from their IIBA Corporate membership through different engagement activities.

IIBA’s New Corporate Member On-boarding program is designed to highlight resources and tools highly valued by business analysis professionals. This program is IIBA’s first effort towards demonstrating the value of IIBA Corporate membership. An on-boarding program not only makes members aware of the resources and tools available to them but also provides them with context as to how those benefits can be used to achieve their goals. When IIBA Corporate members understand their benefits and how to access them, there is a greater chance of them becoming active, engaged members, and having a valuable experience.

IIBA New Corporate Member On-boarding program’s goals are as follows.

Outcome	Objective (Measurable)
All IIBA Corporate members have activated their IIBA account to access benefits.	IIBA Corporate members activate their account within 30 days of assignment.
All IIBA Corporate members are aware of resources and tools available to them.	IIBA Corporate members successfully receive, open, and interact with the content within the emails of IIBA Corporate member welcome series.
IIBA Corporate Program members acquire the intended benefit from their program membership.	All available IIBA Corporate memberships are assigned and activated.
IIBA, in addition to the administrator(s) of IIBA Corporate Program members, proactively encourage IIBA Corporate members to frequently access IIBA Corporate membership’s benefits from IIBA website.	IIBA Corporate members have logged on to the website.

## Roles and Responsibilities

### Corporate Program Member's Administrators

Administrators will:

- Assign employees to their organization's allotted IIBA Corporate memberships.
  - If the employee already has an IIBA account, submit a request to IIBA to have the employee assigned, within which confirm the employee's preferred email address that will receive the on-boarding emails.
  - If the employee doesn't already have an IIBA account, create one for the employee through their IIBA portal using the employee's preferred email address that will receive the on-boarding emails.
- Know how and when the IIBA Corporate member welcome series emails will be sent.
- Answer questions from their leadership or employees, to whom have been assigned to IIBA Corporate membership, about IIBA New Corporate Member On-boarding program in terms of its purpose and about the content within the emails of IIBA Corporate member welcome series.
- Escalate any questions on or issues with the emails to the IIBA via the email: [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org).

The administrator(s) may, additionally, organize other on-boarding activities to encourage the use of IIBA Corporate membership's benefits. For suggestions or to discuss ideas on how to further engage IIBA Corporate members, please connect with your organization's IIBA Account Manager.

### IIBA

IIBA will:

- Ensure that employees newly assigned to IIBA Corporate membership will enter IIBA New Corporate Member On-boarding program in a timely manner.
- Support IIBA Corporate Program member's administrator(s) in answering questions and resolving issues related to IIBA New Corporate Member On-boarding program.

### Employees

Employees will report any issues in receiving or accessing any links within the emails of IIBA Corporate member welcome series to their organization's administrator of IIBA Corporate Program membership.

## IIBA New Corporate Member On-boarding Program

IIBA New Corporate Member On-boarding program is an email sequence, made up of **9 emails delivered at 5 business day intervals**. Employees (which can include new administrators) newly assigned to IIBA Corporate membership will receive those emails over the first 45 days of their IIBA Corporate membership.

### Qualification for the Program

For an employee or administrator to enter the program, they must meet the following conditions:

- Employees must be newly assigned to IIBA Corporate membership.
- Employees must have a current email address as their primary email address associated with their IIBA account at the time they are assigned to IIBA Corporate membership.

### IIBA Corporate Member Welcome Series

IIBA Corporate member welcome series is an email sequence comprised of the emails listed within the following table and detailed in [Appendix A](#). Each email has a specific theme which introduces the IIBA Corporate member to a selection of IIBA-curated resources and tools, and takes approximately 5 minutes to read. Each email also includes a call to action (CTA) to encourage the employee to experience how they can use those resources and tools. The first email of this sequence will be sent approximately 24 hours after the employee is assigned to IIBA Corporate membership. If the employee is assigned over a weekend or holiday or outside of business hours, the first email will be received on the following business day.

Email No.	Email Theme	Email Subject
1	Welcome	Congratulations and Welcome to the IIBA Community!
2	Certification	Become IIBA Certified
3	IIBA Standards & Guides	Build a Common Standard of Practice in Your Organization
4	KnowledgeHub	Start Exploring IIBA’s KnowledgeHub Today
5	Networking & Community	Be Part of a Community that Gives Back!
6	Online Library	Top 5 Books in IIBA’s Digital Library
7	IIBA Webinars	Advance Your Knowledge with Exclusive Member-only Webinars
8	Career Resources	Navigating the Business Analysis Skills Gap
9	Conclusion	Where Will Your Business Analysis Journey Take You Next

## Frequently Asked Questions

	Question	Answer
1	How long after the employee is assigned to IIBA Corporate membership will they receive the first email?	Within 24 hours or the following business day if they are assigned to IIBA Corporate membership over a weekend or holiday.
2	Can I give you a list of employees to add to IIBA New Corporate Member On-boarding program?	Every IIBA Corporate Program member is given complimentary IIBA Corporate memberships; the number of which is dependent on the level in which the organization has enrolled. For an employee to receive IIBA Corporate member welcome series, the employee must first be assigned to either a complimentary IIBA Corporate membership or to one that is purchased by IIBA Corporate Program member. To assign an employee to IIBA Corporate membership, an administrator can assign them within their IIBA portal or submit a request to IIBA via the email: <a href="mailto:corporatemembership@iiba.org">corporatemembership@iiba.org</a> . Administrators can also send IIBA a list of employees, who should be assigned to a complimentary or purchased IIBA Corporate membership, to that same email address. Only those employees, who aren't already assigned to IIBA Corporate membership, will receive the email sequence. Please note that if an employee is already an IIBA Member at the time of being assigned to IIBA Corporate membership, they will not receive the email sequence because they are already receiving one related to that IIBA Membership.
3	What if we do not want any of our IIBA Corporate members to be entered into IIBA New Corporate Member On-boarding program?	Your IIBA Corporate members participating in IIBA New Corporate Member On-boarding program is highly recommended because it helps your organization realize the value of their IIBA Corporate Program membership. We do want to address your concerns, therefore, please connect with your organization's IIBA Account Manager.
4	Can we customize the email sequence that our IIBA Corporate members receive?	Unfortunately, we can't customize the email sequence for each IIBA Corporate Program member. This sequence can be complimented by additional efforts. Please connect with your organization's IIBA Account Manager to discuss ideas on how to enhance the on-boarding experience.
5	Our IIBA Corporate members are not receiving their emails. What should we do?	Emails sent from IIBA.org may be getting blocked by your organization's spam filtering. We recommend ensuring that IIBA.org is added as a trusted sender to your network or email <a href="mailto:corporatemembership@iiba.org">corporatemembership@iiba.org</a> for assistance.

	Question	Answer
6	Why can't IIBA Corporate members open the links within the emails?	Most links within the emails navigate to resources and tools that require IIBA Corporate members to login. To log in, IIBA Corporate member must, first, activate their account to view the content on the website. When an IIBA account is first created, either by themselves or an administrator, the employee receives an email requesting them to activate their account. If the employee cannot find this email, please have them email <a href="mailto:corporatemembership@iiba.org">corporatemembership@iiba.org</a> .
7	One of our IIBA Corporate members no longer works at our organization. How do we stop the emails from being sent to them?	Emails that are sent to invalid or non-functioning email addresses will automatically or eventually stop from being sent. For IIBA Corporate members who are no longer employed by IIBA Corporate Program member, the administrator should de-assign them from having IIBA Corporate membership and un-relate them from the organization's IIBA account; both of which can be completed within the administrator's IIBA portal. For assistance on these actions, please email <a href="mailto:corporatemembership@iiba.org">corporatemembership@iiba.org</a> .
8	Our IIBA Corporate members would like to opt out of the email sequence. Is this possible?	IIBA Corporate members can choose to opt out of this sequence by selecting the 'New Corporate Member Welcome Series' option within their email preferences. If an IIBA Corporate member wishes to opt back in after opting out, unfortunately, they cannot be re-entered into IIBA New Corporate Member On-boarding program.
9	IIBA Corporate members have indicated that they have not been assigned to a chapter or want to change their chapter to be a part of the same chapter as their colleagues. How can this be fixed or accomplished?	IIBA Corporate member will not be assigned to a chapter if their location isn't recorded within their IIBA account, or the same chapter as their colleagues if the location within their IIBA account isn't the same as that of their colleagues. From within their IIBA portal, IIBA Corporate members can set their location, upon which they will be automatically assigned to a chapter dependent on that location, or manually change their preferred chapter. For assistance, please email <a href="mailto:corporatemembership@iiba.org">corporatemembership@iiba.org</a> .

## Appendix A: Corporate Member Welcome Series

### Email 1

#### Elements

- **Theme:** Welcome
- **Overview:** IIBA Corporate membership benefits
- **Call to Actions:**
  - Watch orientation tutorial
  - Connect with their chapter

#### Content

Email not displaying properly? [View it in your browser.](#)



#### Welcome to IIBA

Hello Thembaletu,

Congratulations! Your organization has made a critical investment in its business analysis community by becoming a member of the IIBA Corporate Program. As part of your organization's IIBA Corporate Program Membership, you are now part of the global community of business analysis professionals. You will receive access to [IIBA corporate member resources and benefits](#), plus additional access to materials and discounts.



#### Member Orientation

We invite you to learn more about our website, locate your membership information and learn how to access resources in this short orientation.

[Watch Now](#)

#### Connect With Your Chapter

**Your Chapter is South Africa.**

Chapter participation offers Corporate Members:

- Participation in study groups
- Professional development days and mentorship programs
- Networking opportunities
- Opportunities to volunteer



Please understand the Corporate Program is not a destination but a journey! It will take time to explore and discover the many benefits and resources available to you. Over the next few weeks, you'll receive notes from IIBA providing a roadmap to guide you through the components of this high-value program.

If you have questions, please don't hesitate to contact us at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org).

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)

## Email 2

### Elements

- **Theme:** Certification
- **Overview:** IIBA certification program
  - Describes ways to prepare for certifications.
- **Call to Action:** Visit links to handbooks, fees and information on how to schedule the exam.

### Content

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Hello Reza,

An IIBA<sup>®</sup> certification prepares and equips Business Analysis Professionals with expertise in key competencies and the confidence to apply them in their work. Certification advances your business analysis skills and career.

IIBA offers 7 business analysis certifications - 3 core and 4 specialized certifications – designed to represent where you are or where you would like to go in your development journey

#### IIBA Core Certifications

- [Entry Certificate in Business Analysis \(ECBA\)](#) | Gain foundational business analysis knowledge and skills
- [Certification of Competency in Business Analysis \(CCBA\)](#) | 2-3 years of experience
- [Certified Business Analysis Professional \(CBAP\)](#) | 5+ years of experience

#### IIBA Specialized Certifications

- [Agile Analysis Certification \(AAC\)](#)
- [Certificate in Product Ownership Analysis \(CPOA\)](#)
- [Certificate in Cybersecurity Analysis \(CCA\)](#)
- [Certification in Business Data Analytics \(CBDA\)](#)

Your organization has an allotment of certification discount vouchers to help you validate your skills and get certified. Reach out to your organization's program administrator to determine what opportunities may be available.

#### Prepare for Your Certification

IIBA is committed to helping you prepare for your certification with the following resources:

- Organize a study group with BABOK Study Guide resources. Gold and Platinum level Corporate Members receive the following support resources: [Chapters 1-9](#), [Chapters 10-11](#), [Case Studies](#)
- Attend a Chapter study group, and get support from a network of mentors and other certified professionals. Your Chapter is .
- Enroll in an exam prep course through an [IIBA Endorsed Education Provider](#).

#### Answers to More of Your Questions

IIBA has additional information to get you ready to apply for and take your certification:

- [Certification Handbooks](#)
- [Fees and Discounts](#)
- [Scheduling and taking your exam](#)

If you have additional questions about IIBA certifications, please contact us at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org)

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)

## Email 3

### Elements

- **Theme:** BABOK
- **Overview:** IIBA standards and guides
- **Call to Action:** Download the BABOK Guide

### Content

Email not displaying properly? [View it in your browser.](#)



Hello David J,

Your IIBA Corporate Membership gives you access to essential tools and resources to formalize your business analysis competency and standardize its practice in your organization.

IIBA's key resource *Business Analysis Body of Knowledge (BABOK) Guide*, will allow you to increase consistency, efficiency, and effectiveness through a common understanding of Business Analysis across your community of practice.

- The *Business Analysis Body of Knowledge (BABOK) Guide* is available in pdf format for download [here](#)
- The [IIBA Bookstore](#) includes hard copies and editions in other languages for purchase as well as other key Business Analysis resources
- Explore it online on [IIBA's KnowledgeHub](#) and find actionable, how-to business analysis content

In addition, IIBA has built standards and guides that contain globally accepted practices, tasks and techniques on how to approach business analysis within key specialized areas:

- [Agile Extension](#)
- [Guide to Business Data Analytics](#)
- [Guide to Product Ownership](#)
- [Cybersecurity Analysis An Overview](#)

Ask your organization's program administrator how you can share these resources with others in your organization. You can also reach out to us with any questions at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org).

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)



## Email 4

### Elements

- **Theme:** KnowledgeHub
- **Overview:** KnowledgeHub
  - Highlights Top 5 content within the KnowledgeHub
- **Call to Action:** Explore the KnowledgeHub

### Content

Email not displaying properly? [View it in your browser](#).



Hello Anu,

KnowledgeHub is IIBA's robust library of content that supports business analysis professionals at every level. As part of IIBA's commitment to deliver tools and resources that exceed Member expectations, as well as based on feedback from the community, IIBA's KnowledgeHub provides IIBA Members with online, searchable access to the BABOK® Guide and community-driven content that can be applied to everyday business analysis practices.

**Login to your IIBA Member account to access the most read KnowledgeHub content:**

- [BABOK® Guide - Tasks](#)
- [Scenarios: How do I...](#)
- [Business Analysis Planning and Monitoring](#)
- [The Business Analysis Core Concept Model™ \(BACCM™\)](#)
- [Glossary](#)

KnowledgeHub goes well beyond these topics. Are you looking for templates, scenarios and case studies that provide examples of how to apply the concepts from the standards and guides? Start Exploring IIBA's KnowledgeHub Today!

We also invite you to **explore IIBA's KnowledgeHub** in this overview video.



[Watch Now](#)

If you have any questions about how to access this content, please don't hesitate to reach out to us at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org).

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)

## Email 5

### Elements

- **Theme:** Networking & Community
- **Overview:** Chapter membership and volunteering with IIBA
  - Highlights chapter assignment and events
- **Call to Actions:**
  - Visit the assigned chapter's website
  - Register for a chapter event

### Content



**IIBA**® International Institute of Business Analysis™

## Be Part of a Community that Gives Back!

Hello Rohit,

Have you ever heard the phrase "you get out of it what you put into it?" That's what IIBA Chapter membership is all about. Chapters offer you an opportunity to network and volunteer which helps grow, enhance and evolve the profession.

### Chapter membership

Your chapter is .

- Find out how you can participate through their website
- Check out upcoming [Chapter Events](#)

### Change your chapter

Corporate Members may choose to belong to a common Chapter. Go to your Member Profile page to change your Chapter or talk with your organization's program administrator to learn more about this option.

## Get Involved

Whether giving your time to your local chapter or participating in global opportunities that impact the practice of the profession, find volunteer opportunities on your chapter's website or express interest [here](#).

Do you have more questions about chapters or volunteering? Submit your questions to us at [corporatemembership@iba.org](mailto:corporatemembership@iba.org).

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iba.org](http://iba.org)


## Email 6

### Elements


- **Theme:** Online Library
- **Overview:** Utilizing the online library
  - Highlights top 5 books in the library
- **Call to Action:**
  - Review the “How to” tutorials
  - Download the mobile application

### Content

Email not displaying properly? [View it in your browser.](#)



**IIBA**<sup>®</sup> International Institute of Business Analysis<sup>™</sup>



### IIBA's Digital Library, Open 24/7, When You Need It


Hello gagala,

As an Corporate IIBA Member, you get exclusive access to our **Digital Library** which features a rich collection of over 11,000 professional development books on business analysis and related topics, and a multitude of leadership solution videos.


#### Corporate Members' Top 5 Titles from the Online Library

1. **The Future Leader: 9 Skills and Mindsets to Succeed in the Next Decade**
2. **UML for the IT Business Analyst**
3. **Introduction to Business Architecture**
4. **Introduction to Business Analytics, Second Edition**
5. **BABOK<sup>®</sup>: A Guide to the Business Analysis Body of Knowledge, v3\***

\*Note that the views are based purely on views from our library and excludes the member's BABOK® Guide downloadable pdf



**Watch Walkthrough Video:** How to access the Digital Library from the website.



**Download the Online Library app:** Access the IIBA online library on your Android or iOS device.

If you have any questions on the IIBA digital library, please e-mail us at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org).

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)

## Email 7

### Elements

- **Theme:** IIBA Webinars
- **Overview:** Accessing the IIBA webinars
  - Highlights: IIBA’s top 5 webinars of the year, webinar schedule and webinar archive
- **Call to Actions:**
  - View an archived webinar
  - Register for an upcoming live webinar

### Content



**Advance Your Knowledge with Exclusive Member-only Webinars**

Hello David,

Each month IIBA hosts member-exclusive webinars on topics of interest to Members and Corporate Leaders. These webinars offer information you can apply immediately in your organization and turn into great discussions with your colleagues.

**IIBA's Top 5 Webinars**

1. **Writing Effective User Stories**
2. **Context Diagrams: Your first and strongest go-to tool in your kit**
3. **Create Engaging Documentation Using Information Mapping**
4. **The Consultative Mindset**
5. **Achieving More with Data: The Critical Role of Business Analysis in Becoming a Data-Driven Organization**

All webinars are recorded so you can watch them on-demand. Looking for ideas to extend your learning? Host a lunch and learn watch event or create a chat channel to discuss what webinars you're watching!

[Login to IIBA.org to access the full Webinar Archive](#)

[View the Member and Corporate Exclusive Webinar schedule](#)

Are you interested in having IIBA staff member talk with your group about a topic? Reach out to your organization's program administrator.

If you have questions about IIBA webinars, please contact us at [corporatemembership@siba.org](mailto:corporatemembership@siba.org)

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba.org](http://iiba.org)

## Email 8

### Elements

- **Theme:** Career Resources
- **Overview:** IIBA Career Resources
  - Highlights: Business Analysis Competency Development Workbook, GSBA Survey and IIBA Global Research
- **Call to Action:** Review the Business Analysis Competency Development workbook

### Content

**IIBA**® International Institute of Business Analysis™

**Navigating the Business Analysis Skills Gap**

Hello Kubiat,

Employees who have access to professional development are 15% more engaged in their jobs and perform at consistently higher levels.

Your organization's investment with IIBA Corporate Program provides you and your team with career development resources and tools to help meet career growth objectives and to remain relevant and successful.

For leaders and managers, these resources can help align training and development with business needs, guide talent acquisition, manage resources and measure performance.

**Understand**  
Competencies with Business Analysis Competency Model

**Assess**  
Competencies with Business Analysis Competency Assessment

**Develop**  
Competencies with Competency Development Workbook

**Start Developing Business Analysis Competency**

[Get Started](#)

**Business Analysis Career Opportunities Model**

Business analysis touches many job families and functions within your organization.

Check out the [Business Analysis Career Opportunities infographic](#) to find business analysis skills and functions in job titles where you least expect it.

**Global State of Business Analysis**

As a Corporate Member, you'll get access to IIBA's annual [Global State of Business Analysis](#). It gives you and your organization insights into current business analysis trends and how to attract, support and retain employees.

**IIBA Global Research for Future Upskilling**

IIBA's [Global Research](#) provides a broad view of topical information, insights, demographics, and trends that influence business analysis globally. Use these trends to inform and challenge your thinking on digital transformation, data analytics, agile analysis, and many other topics.

We're here to answer any questions you have on how to use IIBA career resources to level up your skills. Reach out to us at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org)

Thank you,

**Blake Heggestad**  
Director, Business Development & Growth  
[iiba.org](mailto:iiba.org)


## Email 9

### Elements

- **Theme:** Thank You
- **Overview:** Next steps to the IIBA Corporate member experience
- **Call to Actions:**
  - Reach out to the assigned chapter
  - Attend a webinar or event
  - Browse the online library
  - Complete a survey

### Content

**IIBA**<sup>®</sup> International Institute of Business Analysis<sup>™</sup>



**We Hope You Understand and Enjoy Your Membership Benefits**

Hello Joyce,

We value our Corporate Program Members and understand the importance of your membership in impacting your organization's overall success. IIBA is committed to providing you with tools, resources and support necessary to accomplish your mission.

**Next Steps**

If you haven't done so already, here are a few next steps to help you get the most out of your membership:

- 1. Reach out to your chapter**  
Your chapter ([Connections The Online Global Community](#)) is a critical aspect of your membership. Network, attend meetings, find volunteer opportunities and benefit from being a part of a community through your chapter's website (<http://www.iiba.org>).
- 2. Attend IIBA webinars and events**  
IIBA offers lots of opportunities to learn from thought leaders and experts in our profession. Stay up to date on relevant business analysis topics by browsing our [archived webinars](#) and discovering IIBA upcoming events [here](#).
- 3. Browse the IIBA online library**  
Our [Online Library](#) is free to you and open 24/7. We encourage you to use it regularly to explore more than 11,000+ professional development books on business analysis and related topics and watch videos of interest.

**We want to hear from you!**

We would like to hear from you now that you have experienced your corporate membership for a few weeks. We invite you to complete the [short survey](#) and let us know how we're doing.

As always, we're here to help! Reach out for assistance at [corporatemembership@iiba.org](mailto:corporatemembership@iiba.org)

Thank you,

**Blake Heggstad**  
Director, Business Development & Growth  
[iiba@iiba.org](mailto:iiba@iiba.org)