

# Welcome to the webinar... We will begin shortly

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## For Demonstration Purposes





# 5 Critical Job Interview Mistakes That Keep You From Landing a BA Job

***Hosted by: Marlaina Lombardi, IIBA***

***Presented by Laura Brandenburg, Bridging the Gap***



# IIBA<sup>®</sup> Membership

Gain a Competitive Edge in Your Career



- ✓ Leading-edge tools
- ✓ Events
- ✓ Networking
- ✓ Study Groups
- ✓ Volunteering
- ✓ Certification and Recognition

## Our Driver

“Unite a community  
of professionals to  
create better  
business outcomes.”

*IIBA Core Purpose*



# 5 Critical Job Interview Mistakes That Keep You From Landing a BA Job

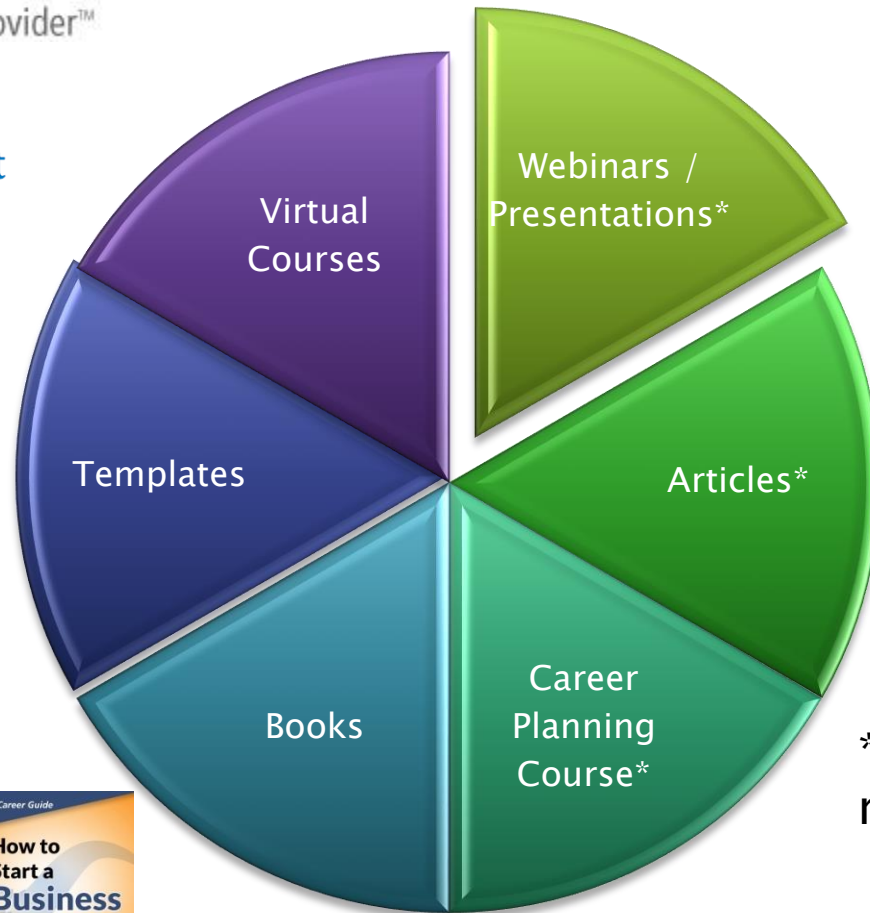
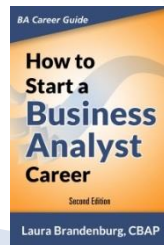


Laura Brandenburg, CBAP

# 2 Stories – Who Was Hired?



# We'll Help You Start Your BA Career



\*Indicates free resources

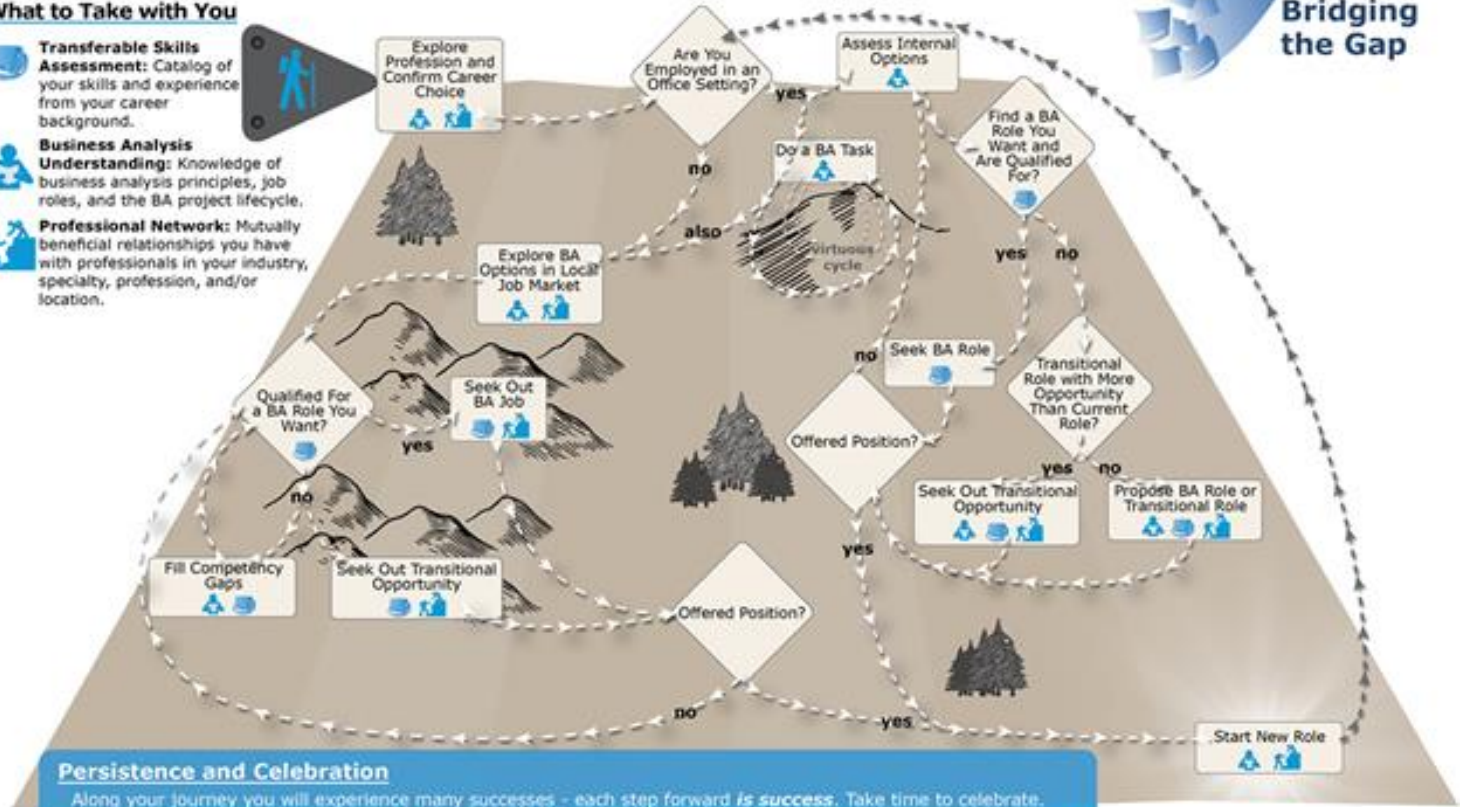


# How to Start a Business Analyst Career - Your Roadmap



## What to Take with You

- Transferable Skills Assessment:** Catalog of your skills and experience from your career background.
- Business Analysis Understanding:** Knowledge of business analysis principles, job roles, and the BA project lifecycle.
- Professional Network:** Mutually beneficial relationships you have with professionals in your industry, specialty, profession, and/or location.



**Persistence and Celebration**  
 Along your journey you will experience many successes - each step forward *is* success. Take time to celebrate. You will also hear "no" for reasons that have nothing to do with you personally. Those that succeed empower themselves to explore new options and definitions of success. They persist.

**Definitions**  
**BA Role:** Any role with BA responsibilities. (May not have the BA job title).  
**Transitional Role:** A role with few or no BA responsibilities that puts you in a position to proactively do BA tasks or interact with BAs.

How to Start A Business Analyst Career Roadmap by Laura Brandenburg is licensed under a Create Commons Attribution-No Derivs 3.0 License. Based on a work at <http://bridging-the-gap.com/business-analysis-career-roadmap>. For questions contact [laura@bridging-the-gap.com](mailto:laura@bridging-the-gap.com)



<http://www.bridging-the-gap.com/business-analysis-career-roadmap/>





# 5 Critical Mistakes



Not sharing specific examples



Not understanding the terminology



Not clarifying questions



Not asking follow-up questions



Being unprepared for “tell me about yourself”

# Mistake #1 – Not Sharing Specific Examples



Avoid  
memorizing  
answers you find  
on the Internet.

**For example.....  
(use this prompt often!)**



# Mistake #2 – Not Understanding Terminology

Analyze and research terms in the job description.



# Mistake #3 – Not Clarifying Unclear Questions



Do you mean  
\_\_\_\_\_?

Could you give me  
an example of  
how your BAs do  
that?

# Mistake #4 – Not Having Questions to Ask

Questions show:

- ~You've done your research
- ~You are curious.
- ~You care about the position.
- ~You listened during the interview.



# Mistake #5 – No Answer for “Tell Me About Yourself”

And then you drone on about information your interviewer doesn't care about.



Rehearse 2–3 minutes,  
*specific* to the posting.

Then: “What would you  
like to hear more  
about?”



# 5 Critical Mistakes



Not sharing specific examples



Not understanding terminology



Not clarifying questions



Not asking follow-up questions



Being unprepared for “tell me about yourself”



<http://www.bridging-the-gap.com/prepare-for-ba-job-interview/>

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