IIBA® International Institute of Business Analysis™

What You Need to Know About BACCM™ CANVAS

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International Institute of Business Analysis™ (IIBA®) is a professional association dedicated to supporting business analysis professionals to deliver better business outcomes. IIBA connects almost 30,000 Members, over 100 Chapters, and more than 500 training, academic, and corporate partners around the world. As the global voice of the business analysis community, IIBA supports recognition of the profession, networking and community engagement, standards and resource development, and comprehensive certification programs.

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Meet Today's Speakers

Oge Nwachukwu

Oge is a business transformation enthusiast. She has served as project manager, business analyst, and organizational change manager on diverse transformation projects, across multiple industry domains for over 13 years.

She holds a First-Class honors degree and several other professional certifications; CBAP®, PMP®, PROSCI®, IIBA®-CPOA and she is currently the Director, Professional Development, IIBA Halifax Chapter. She also owns and manages Pollard Consults an IIBA® endorsed education provider, equipping professionals to start and grow their careers in Business Analysis.

Meet Today's Speakers

Stuart has over 25 years of Business and Information Technology experience, including 20 years of business analysis and 15 years in the Salesforce ecosystem. He earned both his CBAP® and IIBA®-CPOA certifications in 2021. In his Salesforce work, Stuart has obtained 28 domain credentials, including System Architecture and Application Architecture Certifications.

He currently serves as Lead Solution Architect for Thrivent Financial in Minneapolis, MN. In this role, he uses his Business Analysis skills daily as he delivers business value on Salesforce platforms with targeted capabilities.

Stuart Edeal

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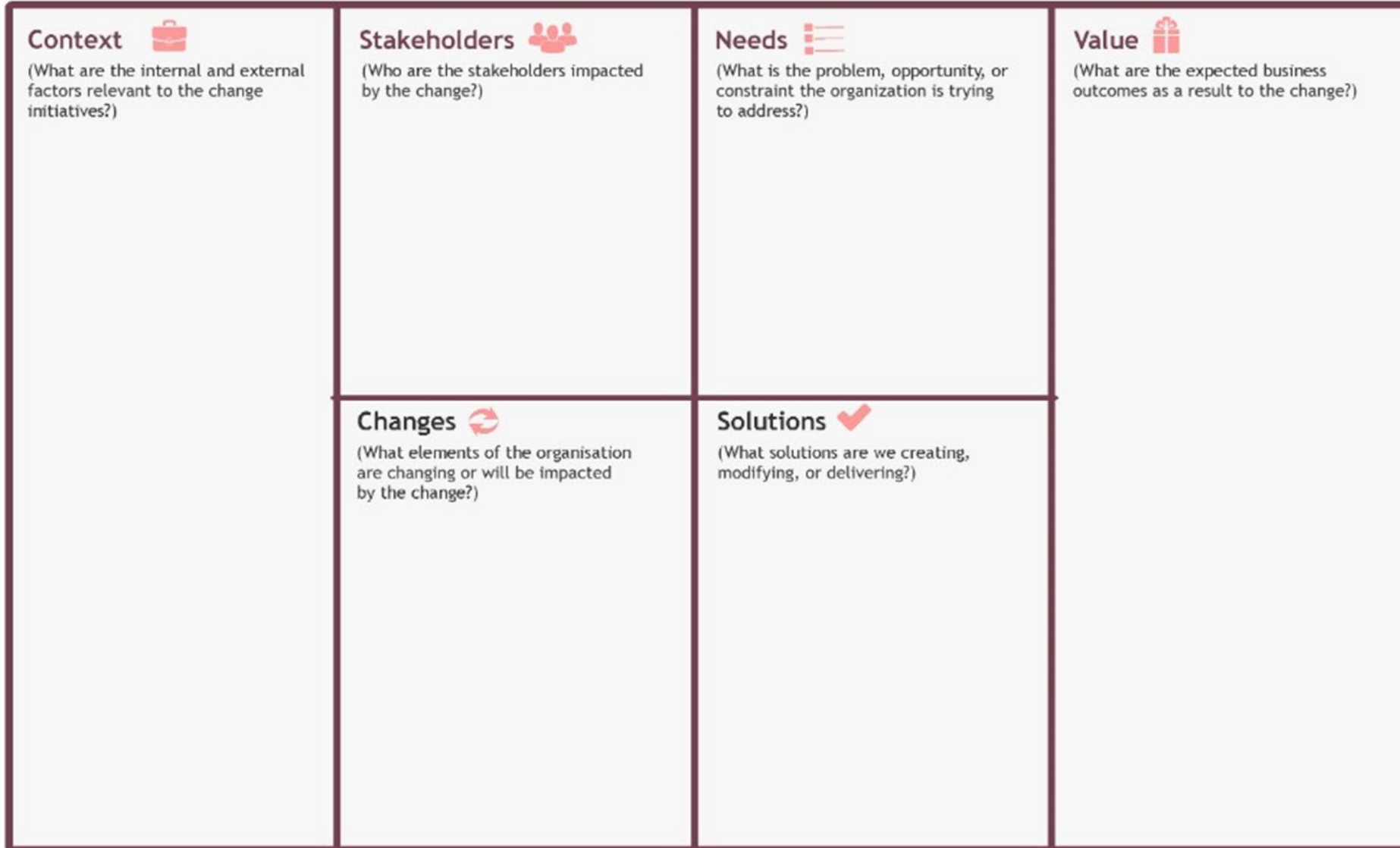Poll Question #1

INTRODUCTION - BACCM™

INTRODUCTION - BACCM™

Business Analysis Core Concept Model™ (BACCM™) Canvas

Context 💼	Stakeholders 👥	Needs ☰	Value 🎁
(What are the internal and external factors relevant to the change initiatives?)	(Who are the stakeholders impacted by the change?)	(What is the problem, opportunity, or constraint the organization is trying to address?)	(What are the expected business outcomes as a result to the change?)
	Changes 🔄 (What elements of the organisation are changing or will be impacted by the change?)	**Solutions** ✔ (What solutions are we creating, modifying, or delivering?)	

Poll Question #2

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Stakeholder

- A group or individual with a relationship to the change, the need, or the solution.

Questions to ask:

- Who are the stakeholders involved?
- Who has the need?
- Who is interested in, impacted by, or can influence the change or solution?
- What are stakeholder characteristics?
- What concerns do stakeholders have about the change?

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Need

A problem, opportunity, constraints to be addressed.

Questions to ask:

- What are the needs we are trying to satisfy?
- What problems are we trying to solve?
- What opportunities are we trying to address?
- Are there any conflicting needs?
- How can we prioritize the needs?

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Change

- The act of transformation in response to a need.
- The overall aim of most change initiatives is to the performance of an enterprise.

Questions to ask:

- What kinds of changes are we doing?
- What changes are needed to satisfy the need and realize the potential value of the solution?
- What needs to improve?
- What change strategy will ensure the highest value for the stakeholders within the context?

Poll Question #3

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Solution

- A specific way of satisfying one or more needs in a context.
- A solution satisfies a need by resolving a problem faced by stakeholders or enabling stakeholders to take advantage of an opportunity.

Questions to ask:

- What are the solutions we are creating or changing?
- How would each Stakeholder be impacted by a Solution?

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Context

Context

- The circumstances that influence, are influenced by, and provide understanding of the change.
- The context is everything relevant to the change that is within the environment.
- Context may include attitudes, behaviours, beliefs, competitors, culture, demographics, goals, governments, infrastructure, languages, losses, processes, products, projects, sales, seasons, terminology, technology, weather, and other elements.

Questions to ask:

- What are the contexts that we and the solution are in?
- How are the Stakeholders Contexts going to be influenced by the Solution?

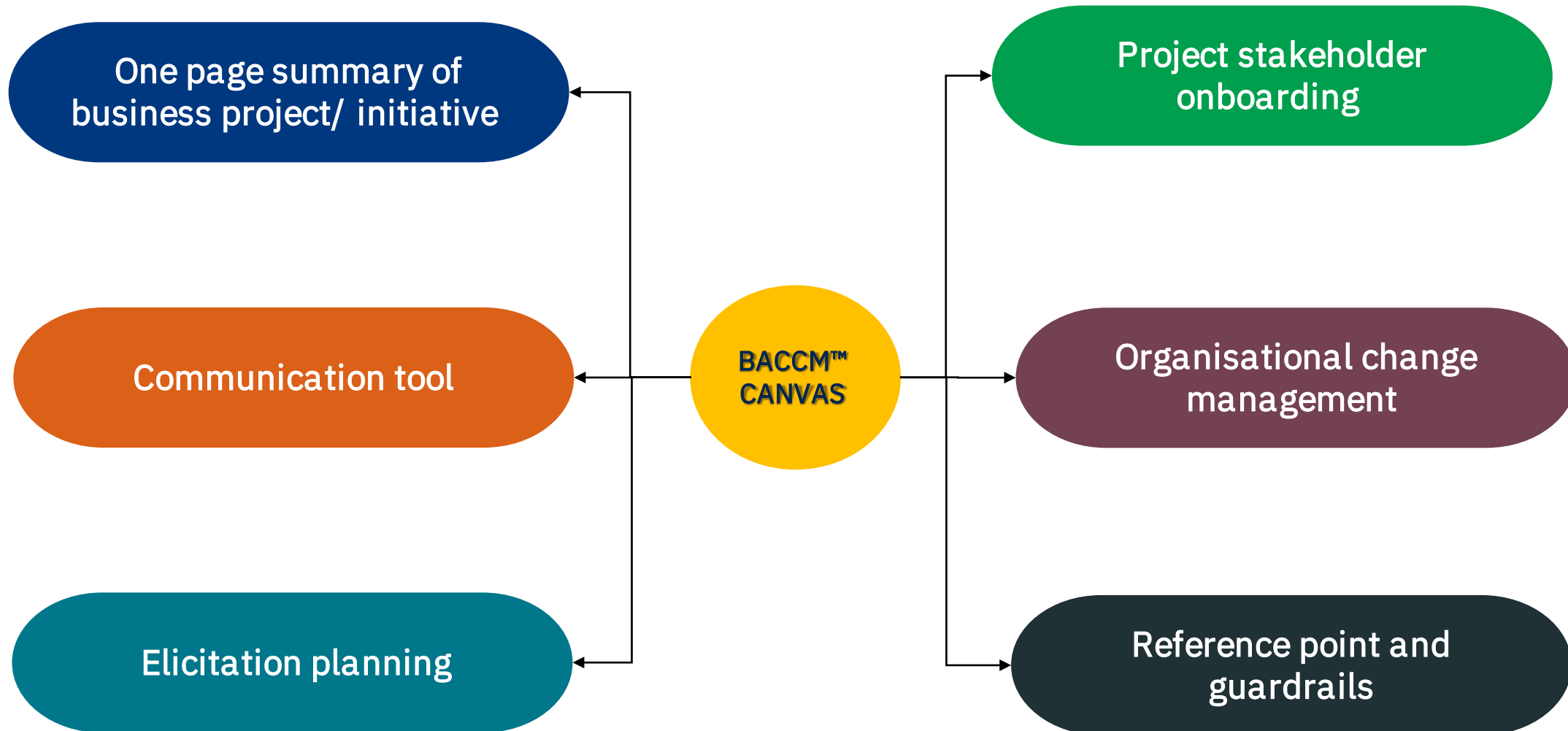# COMPONENTS OF THE BACCM™ CANVAS

Value

- The worth, importance, or usefulness of something to a stakeholder within a context. Value can be seen as potential or realized returns, gains, and improvements. It is also possible to have a decrease in value in the form of losses, risks, and costs. Value can be tangible or intangible.

Questions to ask:

- What do stakeholders consider to be of value?
- What is the benefit that the Stakeholder would receive from this Solution?
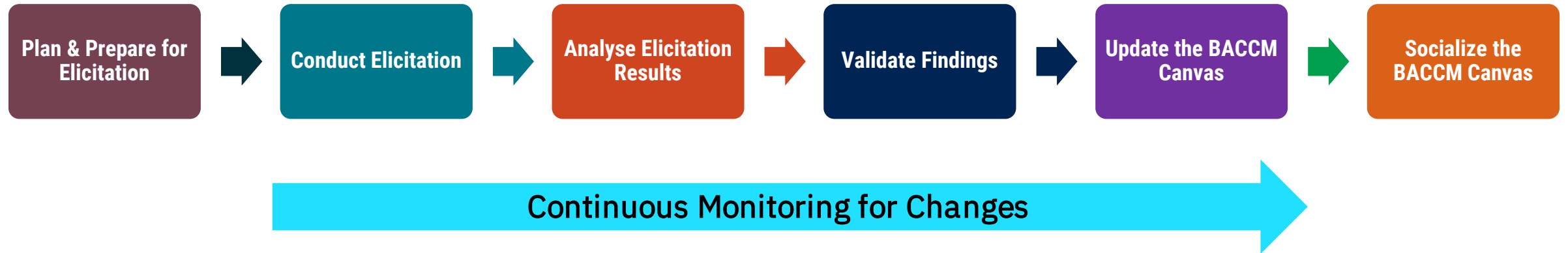- Would the Value be different based on the Stakeholder Context?

APPLICATION OF THE BACCM™ CANVAS

One page summary of business project/ initiative

Project stakeholder onboarding

Communication tool

BACCM™ CANVAS

Organisational change management

Elicitation planning

Reference point and guardrails

Poll Question #4

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Steps to Designing Your Own BACCM™ CANVAS

Plan & Prepare for Elicitation → Conduct Elicitation → Analyse Elicitation Results → Validate Findings → Update the BACCM Canvas → Socialize the BACCM Canvas

Continuous Monitoring for Changes →

Questions

KnowledgeHub

Visit IIBA's KnowledgeHub for more on BACCM™

Solution

Need

Value

Context

Change

Stakeholder

IIBA.org/AccesstoAnalysis

Thank You

- A special thank you to today's webinar presenters!

Oge Nwachukwu

linkedin.com/in/ogenwachukwu/
pollardconsults.com

Stuart Edeal

linkedin.com/in/sedeal/

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