

Communicate Business Analysis Information



Purpose or Need

To ensure stakeholders have a shared understanding of business analysis information.



Value

Communicating the appropriate information to stakeholders at the right time and in the suitable formats to gain stakeholder agreement on moving forward is key to any successful initiative.



Solution

Business analysis information that is properly communicated and understood by stakeholders.



Techniques

Frequently used techniques:

- *Interviews;*
- *Reviews;*
- *Workshops.*

Refer to the **BABOK Guide v3** for the complete list of techniques.



Stakeholder

All stakeholders will need to be communicated with during the change initiative.



Description of Change

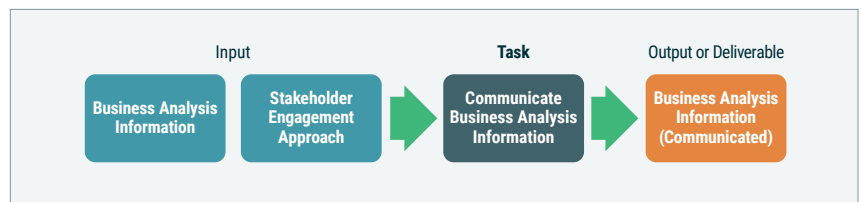
Communicate Business Analysis Information provides stakeholders with the information they need when they need it. The information is presented in a useful form, using the right terminology and concepts.

Reference (Guidelines and Tools)

The following resources, if they exist, can be used to transform the inputs into the outputs:

- Business Analysis Approach;
- Information Management Approach.

Task Inputs and Outputs



Consider...

Building shared understanding supports fast, effective delivery of value for any type of initiative.

Example: Consider the complexity of developing a new product or service and the people impacted across an organization, including representatives from product development, market research, strategy, marketing, sales, and customer support.

See [Guide to Product Ownership Analysis – Sec 5.3 Engage the Whole Team](#)

Certifications: ECBA, CCBA, CBAP – Refer to the **BABOK® Guide** for study purposes

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