Welcome to the webinar. We will begin shortly.

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- All participants are muted during the webinar.
Agile Service Delivery

Hosted by: Marlaina Lombardi, IIBA
Presented by: Michael Boyle, Head of Procurro Solutions
Gain a Competitive Edge with IIBA Membership

Supports your connections, your development and your career growth

Online Library
- 300+ industry books and videos - a $15,000 USD value.

Essential Resources
- BABOK® Guide v3
- Agile Extension to the BABOK® Guide
- QuickTips™
- Member e-newsletters & BA Lens magazine

IIBA Career Resources
- Career Centre
- Competency Model
- Special Interest Groups

Discounts
- Savings of 10-20% on conferences, including Building Business Capability (BBC)
- Training discounts

Connections
- Join your local Chapter
- Volunteer
- Participate in online Community

Webinars
- Access to webinars on the latest topics
OUR DRIVER

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

- IIBA Core Purpose
Agenda

- Present (where are we now?)
- Problem (what are we confronted with?)
- Proposal (a different way)
- Position (How does a BA fit in?)
Conversations among human beings *sound* human. They are conducted in a human voice.

Cluetrain Manifesto
What is Agile

Value

Cost

Time
Customer in the Middle
PLEASE LISTEN TO SCIENCE
Choice
Service $\neq$ Value
Oyakudachi

Focus on Individuals and Interactions
Persona Analysis

Think

See (Influencers)

Feel

Do
CUSTOMER JOURNEY
Catalogue Mining
• Establish Customer Touchpoints
• Put together the cross-functional team
• Discuss customer pain-points
• Establish Catalogue
Service-Market Fit
Unnecessary handoffs impair quality
Network structure, not hierarchy
Where are the other stakeholders?
Continuous Delivery

Short-Term Goals (Operations)

Medium-Term Goals (Operations/Middle Management)

Long-Term Goals (Middle/Upper Management)

Important ≠ Urgent
Continuous Delivery

Helps Define

- Done
- Ready
- Value
- Benefits
Business Rules Impact Mapping
Kanban
Business Analysis Roles

Requirements
Business Analysis Roles

Transformation
Business Analysis Roles

Satisfaction Models

Visibility and Adaption
It’s your turn...
<table>
<thead>
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<th>Instructor</th>
<th>Price</th>
<th>Access Status</th>
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<td>Learn About Strategy and How to Get Your Solution Approved</td>
<td>Michael</td>
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<td>Drive Your Career With Business Analysis</td>
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</tbody>
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Info on Me

Michael Boyle

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Thanks