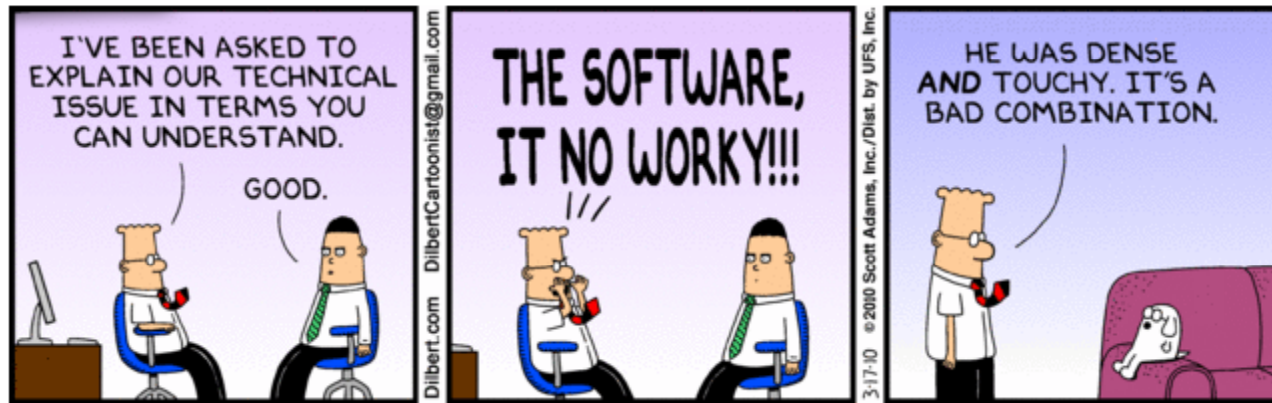


# Add Business Analysis Skills to Your Arsenal

How does a Business Analyst  
contribute to Strategic Unity?

# Objective



# Objective

How does a Business Analyst contribute to Strategic Unity?

What is Business Analysis?

Introduction to the IIBA and BABOK

The role of the Business Analyst in the Law firm

# Background

Currently at McInnes Cooper, Halifax NS

PMP certified / working toward CBAP

Variety of work experience

- developer / business unit manager
- employee / consultant / owner

# 1. What is Business Analysis?

Business analysis is the set of tasks and techniques that work as a liaison among stakeholders to understand the structure, policies and operations of an organization, and recommend solutions that enable the organization to achieve its goals.\*

1. It is structured
2. It strives to understand
3. It recommends solutions
4. It lives in a middle ground
5. It is business centric

# 1. What is Business Analysis?

## The challenge

- ‘traditionally’ the BA has been an “IT” position

## Leaders beginning to see value beyond IT

- not just technology focused
- but business centric

It is about helping the business achieve  
its objectives

# 1. What is Business Analysis?

*Business analysis is a simple concept. It involves analyzing the business and is about understanding:*

- *Why the organization exists*
- *How an organization works*
- *What are its goals and objectives*
- *How it accomplishes those objectives*
- *How it needs to change to better accomplish objectives or to meet new challenges*

*The Business Analyst role is about linking and liaising. It goes broader than just IT, to focus on solutions in the context of the organization's goals. The BA role is about meeting business needs and ensuring investment in the right solutions. In other words, the problem or opportunity is the context of change to the organization.\**

## 2. The IIBA / BABOK

### International Institute of Business Analysis

- IIBA® is the independent non-profit professional association serving the growing field of Business Analysis. Whatever your role - requirements management, systems analysis, business analysis, requirements analysis, project management, or consulting - IIBA® can help you do your job better.
- [www.theiiba.org](http://www.theiiba.org)



## 2. The IIBA / BABOK

### BABOK

- The Business Analysis Body of Knowledge® (BABOK®) is the collection of knowledge within the profession of Business Analysis and reflects current generally accepted practices. As with other professions, the body of knowledge is defined and enhanced by the Business Analysis professionals who apply it in their daily work role. The BABOK® Guide describes Business Analysis areas of knowledge, their associated activities and the tasks and skills necessary to be effective in their execution. The BABOK® Guide is a reference for professional knowledge for Business Analysis and provides the basis for the Certified Business Analysis Professional™ (CBAP®) Certification.

## 2. The IIBA / BABOK

### Knowledge Areas

- Business Analysis Planning and Monitoring
- Elicitation
- Requirements Management and Communication
- Enterprise Analysis
- Requirements Analysis
- Solution Assessment and Validation
- Underlying Competencies

## 3. The BA in the law firm

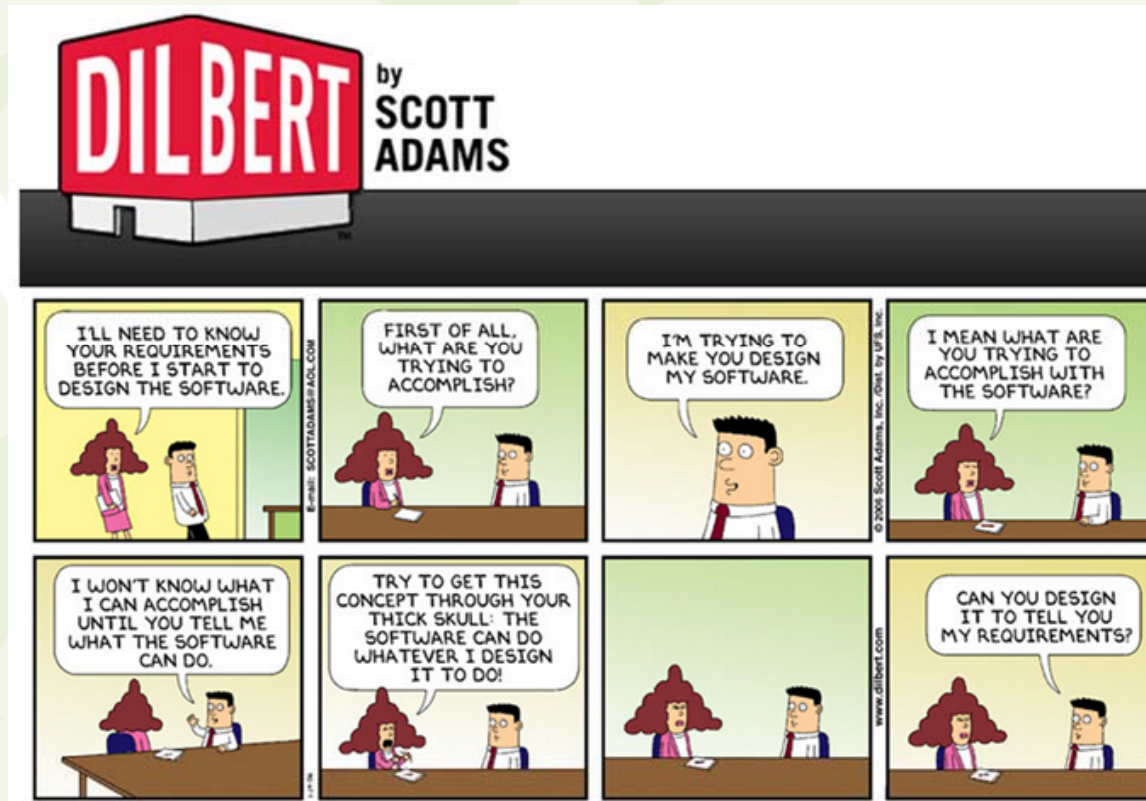
What does this look like inside a law firm?

Four main areas of influence

- A. Project requirements gathering & analysis
- B. Process mapping & improvement
- C. Application / Service management
- D. Education & mentoring

# 3. The BA in the law firm

## A. Project requirements gathering & analysis



## 3. The BA in the law firm

### A. Project requirements gathering & analysis

- Gather / analyze / validate requirements
- Listen to the stakeholders
- Focus on the business need
- Improve project success rate!

## 3. The BA in the law firm

### B. Process mapping & improvement

- What do you do now?
- Listen to the stakeholders
- Focus on the business need
- Improve productivity!

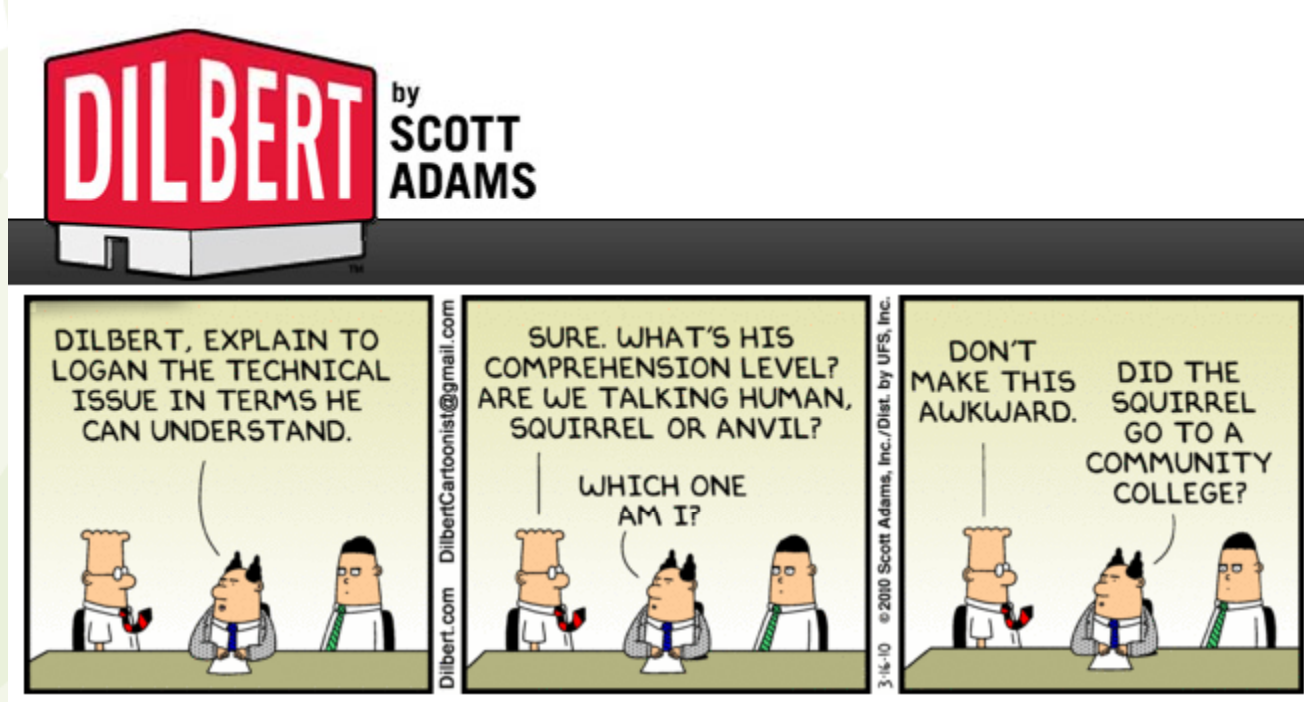
## 3. The BA in the law firm

### C. Application / Service management

- What is it?
- Listen to the stakeholders
- Focus on the business need
- Improve service delivery!

# 3. The BA in the law firm

## D. Education & mentoring





## 3. The BA in the law firm

### D. Education and mentoring

- Why bother?
- Speak to the stakeholders
- Focus on the benefit to the business
- Improve Strategic Unity!

# Objective

How does a Business Analyst contribute to Strategic Unity?

- Bringing people together
- Focusing on the needs of the business
- Helping the business get the right solutions

Q & A

Questions / Comments?

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COOPER  
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