

TECHNOLOGY TRANSFER PRESENTS

JAMES ROBERTSON

MASTERING

BUSINESS ANALYSIS

APRIL 6-7, 2017

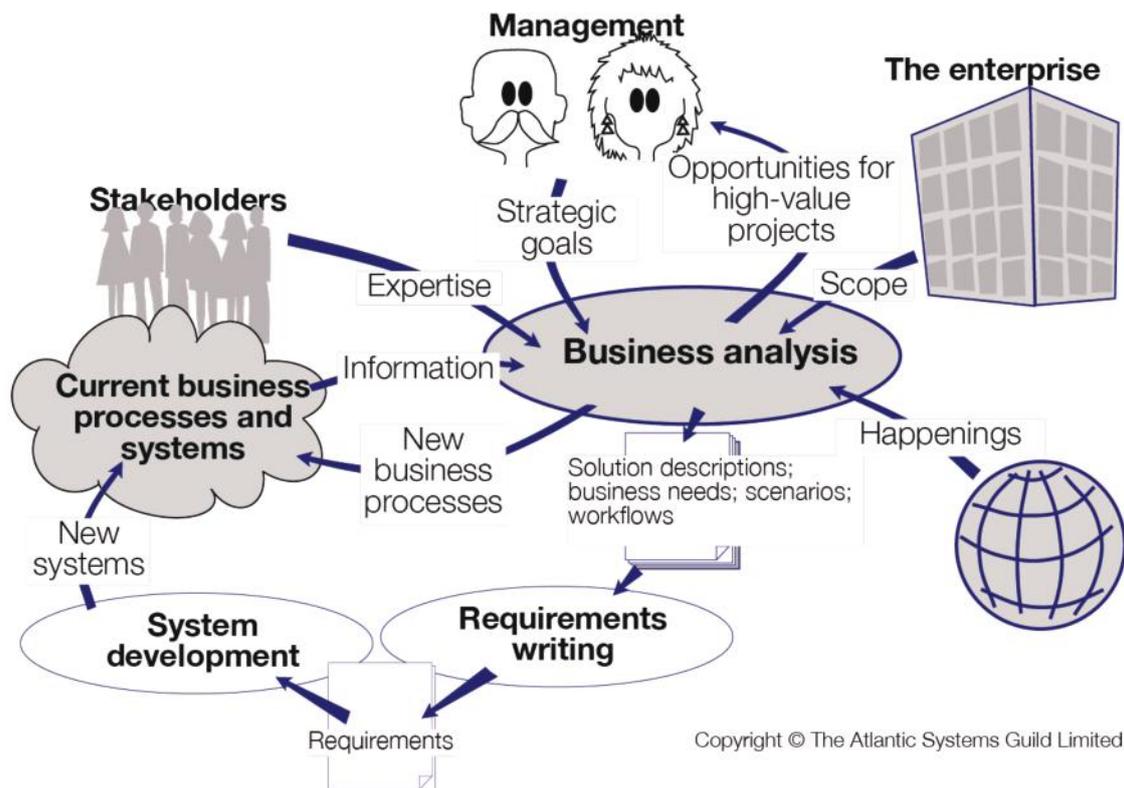
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

Business analysis underpins any automated system development, and any meaningful business change. Business analysis means uncovering the real business problem, and then crafting the best possible solution for it. Business analysis means firstly bringing the stakeholders to a common — and correct — understanding of the value that any new solution will bring to the organization. Business analysis means investigating the business problem, discovering the essence — the real problem — and then looking at the options for an appropriate solution. In short, the task of the business analyst is to uncover the real business, and communicate it in such a way that all stakeholders come to a consensus on the best way to improve that business. Business analysis is a combination of work study, systemic thinking, innovating, communicating, persuading and several other analytical skills. This course gives you the process and the tools for effective and thorough business analysis. Our businesses thrive or flounder on the effectiveness of their business processes, both automated and manual. Businesses with good processes provide a better service and are more responsive to their customers. The converse is true. Business analysis is the craft of enlightened improvement to business systems and processes. Moreover, business analysis gives you ways of identifying the areas where improvement projects will yield the highest value. This two-day course in business analysis gives you the skills and tools to discover your client's real business, and to determine and demonstrate the best ways of improving it. This course is a natural companion to *Mastering the Requirements Process* where we teach the art of requirements writing. The knowledge and understanding produced by Mastering Business Analysis are the optimal input, and foundation for, your requirements process.



LEARNING OBJECTIVES

- How to discover the real business needs, not just guess at a solution
- How to improve the business
- How to define and analyse
- How to write a value proposition that clarifies the intention of the business change
- How to define a project so that it can yield real benefits, and have all stakeholders agree on the objectives customer segments
- How to be better at communicating and convincing people of your ideas and solutions
- How to be innovative and find the best way to improve your client's business
- How to be a better business analyst

WHO SHOULD ATTEND

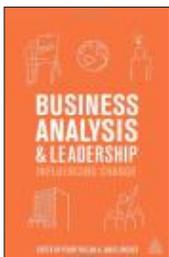
- While we believe that business analysis is almost everyone's job — every employee has some responsibility for effective business improvement—the most likely job titles you would find at this course are:
- Business Analyst
- Product Owner
- Systems Analyst
- Project Leader
- Requirements Engineer
- Product or Program Manager

IIBA Accreditation

Mastering Business Analysis is a course endorsed by the IIBA. As such, this course has been approved as being aligned to the Business Analysis Body of Knowledge (BABOK) and hence is recommended training for business analysts who wish to sit the exam to become Certified Business Analysis Professionals (CBAP). By attending this course, you will earn **16 PDs** (Professional Development hours) or **16 CDUs** (Continuing Development Units). For further information on how to register for the CBAP examination please refer to certification at www.theiiba.org. The IIBA endorsement is registered by the Atlantic Systems Guild.

“Course is delivered by **The Atlantic Systems Guild**, an IIBA Endorsed Education Provider,  and IIBA trademarks are used under license and in accordance with IIBA's Corporate Identity Standards and Trademark Policy.”

This course has been endorsed by The International Institute of Business Analysts. As such, this course has been approved as being aligned to the Business Analysis Body of Knowledge (BABOK) and hence are recommended training for Business analysts who wish to sit the exam to become Certified Business Analysis Professionals (CBAP). For further information on how to register for the CBAP examination please refer to certification at www.theiiba.org.



Along with the seminar materials, delegates will receive a free copy of book **Business Analysis and Leadership: Influencing Change** by Penny Pullan and James Archer (Kogan Page).

OUTLINE

1. Business Analysis — what we are doing

We start with the topic of business analysis itself, and how the business analyst is the driving force to change the business from its current way of working to the desired future state. The desired future state is an improvement to the business — it comes about when the business problem has been solved, or the opportunity exploited, and the needed systems and processes are in place. In this section we explore business analysis and how it fits into your development cycle. We also look at a framework for effective business analysis, and discuss the role of the business analyst in today's organisations.

2. Inception — establishing the value

Inception lays the foundation of the project by determining what the desired future state is to be, and what value that will bring to the organisation. Inception identifies and analyses the customer segments and, where necessary, produces a separate value proposition for different segments. The right result can only come if the project is solving the right problem. By defining the value proposition, how that value is to be delivered, the customer/user segments to whom it is to be delivered to, and several other factors, the Inception activity ensures that the project is worthwhile and will provide continuing value. We also look at some conventional project models such as SWOT, ALUo, PESTLE and the BMG canvas.

3. Reconnaissance — finding the essence, and what's possible

We start by looking at the current state of the work, its scope, its culture, its values, its people and the ethos of the work. By looking at these factors, the business analyst is able to ask, and answer, the crucial question, "Are we solving the right business problem?" By getting to the essence of the problem, the business analyst can see whether there are unstated assumptions, or hidden problems that can impact the outcome of the project. For any business problem, there are usually several possible solutions. Rather than rush headlong into the first one proposed, the savvy business analyst uses safe-to-fail probes to quickly determine the best option. This option is scoped and becomes the subject of investigation.

4. Investigation — understanding the current and the new

This is where we come to a thorough understanding of the business problem we are charged to solve. We look at using systems models — UML, BPMN, data models and others — to communicate with the stakeholders and uncover the real problem. Additionally, any future solution will be used by humans, so we look at the culture of the potential users and identify characteristics that have an impact on the design of the solution.

5. Design the Future Work — finding the optimal solution

Now that we understand the problem — the real problem — we have to form a solution. The designing business analyst uses the elements of the problem, the desired impact of the solution, the values of the target customer segments, and the value proposition itself to form the solution. Any valuable solution will be innovative. This section teaches innovative thinking, especially in the areas of providing better information, and making the solution more convenient for its users. This is an active design activity with the business analyst guiding the appropriate stakeholders to the optimal solution.

6. Getting Approval — the right solution is not enough, you have to convince others

The business analyst must be a communicator, so here we show you how to persuasively communicate with the stakeholders to ensure that everybody has a clear understanding, and approves of, your proposed solution. We give you some solid guidance on putting together a persuasive presentation, and then how to present it for the maximum impact. We show you how to build acceptance with stakeholders, and how to make them your allies with the proposed business changes.

7. Ongoing Business Analysis — beyond the project

The role of the business analyst is evolving from the narrow role of requirements writer to a wider range of responsibilities. Today's business analyst must consider the enterprise as a whole, and whether his/her project is aligning with the rest of the projects in the enterprise, and whether the project is contributing to enterprise-wide goals. We look at systems thinking. This holistic approach looks at the business as a whole, and allows the analyst to find a solution that fits neatly, and does not disrupt other parts of the enterprise. The business analyst is the person best placed to maintain the cognitive thread of requirements as they affect various parts of the organisation. Knowledge gained by one project team must be distributed so that others can benefit, and knowledge from previous projects gathered to avoid duplication of functionality and systems.

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1300</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within March 22, 2017</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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April 6-7, 2017
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1300

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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