



Business Analysis Career

LAUNCH Career Conference

Java Hope Foundation

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Hello! I'm...

Marlene - strategist, advisor, educator, business analysis advocate.

I bring extensive business, leadership and consulting experience dedicated to performance excellence across private, public and non-profit sectors. I focus on strategic initiatives and senior management consulting services with corporations who are serious about turning their investments into improved business results. I sit on the International Institute of Business Analysis (IIBA®) Global Chapter Council and serve as the Americas Western Regional Director.



Hello! I'm...

Jaya – explorer, connector, advisor, solver, innovator

I'm experienced in product/program/project management and business/data analysis/architecture, with a proven record of managing teams and delivering successful outcomes across multiple industries. I also teach business analysis, project management, and pre-med courses, fostering upcoming generations of professionals.



This session...

What it is...

An introduction to Business Analysis as a career and the pathway to becoming a Business Analyst

What it isn't...

A course in Business Analysis nor how to perform Business Analysis

Agenda

01

What is Business Analysis?
What does a Business Analyst do?

02

What Mindsets are required?
What Competencies are required?

03

How do I get into Business Analysis?
What can enhance my Business Analysis journey?

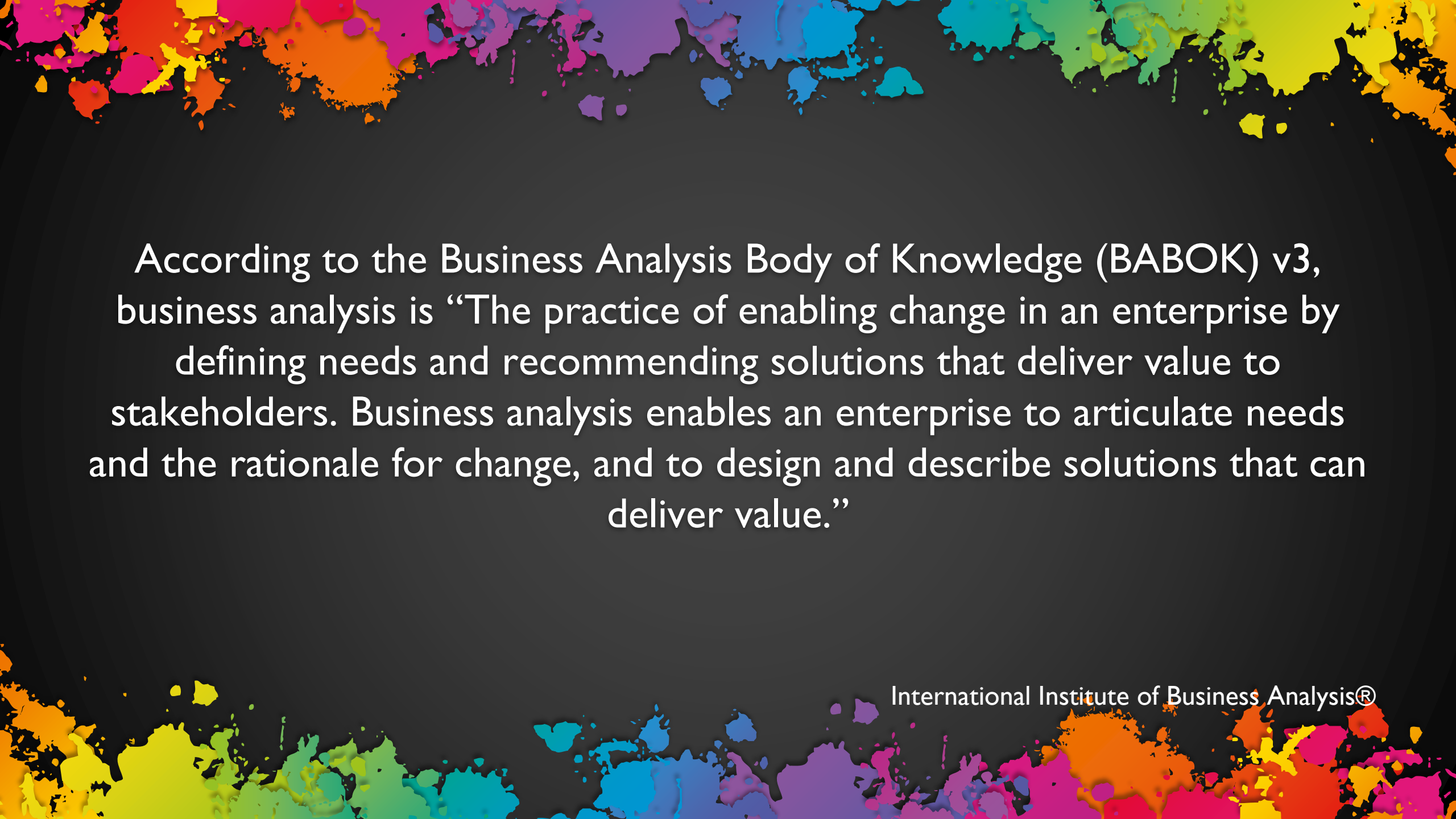
04

Where can I find out more?
What else should I do next?

01

What is Business Analysis? What does a Business Analyst do?

“What you do makes a difference, and you have to decide what kind of difference you want to make.” —Jane Goodall



According to the Business Analysis Body of Knowledge (BABOK) v3, business analysis is “The practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders. Business analysis enables an enterprise to articulate needs and the rationale for change, and to design and describe solutions that can deliver value.”

What is Business Analysis?

Basically, business analysis is a set of tasks and activities that help companies determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives.

Your goal as a Business Analyst is to understand how companies work and to enable companies to reach their potential by helping them articulate and meet goals, recognize and take advantage of opportunities, or identify and overcome challenges.

What does a Business Analyst do?

For a youth...

Think of a business analyst as a detective. They look at how things work, find problems, and come up with cool ideas to make things better. It's like figuring out the best way to play a game or build a tower with blocks.

For an adult...

A business analyst is someone who helps companies improve their operations. They examine how things are done, identify areas for improvement, and suggest new ways of working. It's similar to a consultant who offers advice on how to run a business more efficiently.

For the seasoned...

Business analysis is the art and science of understanding and defining business needs and recommending solutions that deliver value to the organization. It involves eliciting requirements, analyzing needs, communicating recommendations, and validating solutions. It's about bridging the gap between what the business wants and what can be delivered.

What Value does a Business Analyst bring?

For a youth...

Business analysts are the glue that holds businesses together. They understand what customers want, what the company can do, and how to make it happen. It's like being the quarterback of a team, making sure everyone knows their role and wins the game.

For an adult...

Business analysts are like the modern-day efficiency experts. They look at how a business operates and find ways to make it run smoother and faster. It's similar to someone who helps a farmer get more from their land by improving their farming methods.

For the seasoned...

Business analysts deliver value by bridging the gap between business needs and solutions. They improve efficiency, reduce costs, enhance customer satisfaction, and drive overall business success through effective requirements gathering, analysis, and communication.

Example Scenarios



You want to build a super cool fort in your backyard. A business analyst would be like your helper who figures out where to put the fort, what you need to build it, and how to make it fun for all your friends.

Picture your favorite video game. A business analyst would be the person who figures out why people love the game, what parts are boring, and how to make it even more awesome.

Think about ordering food online. A business analyst would figure out how to make the website easier to use, what kind of food people want, and how to get the food to your door quickly.

Imagine running a small grocery store. A business analyst would be the person who studies how customers shop, figures out what products to sell, and finds ways to save money and make more profit.

You're tasked with improving a company's customer service process. You interview customers and employees, analyze call center data, and develop a new process with clear steps and roles. You then create training materials and monitor performance to ensure the new process is effective.

Business Analyst and Related Roles

Business Analyst

Focus: Understanding and defining business needs, gathering requirements, and translating them into solutions.

Level: Tactical

Deliverables: Requirements documents, process flows, data models

Key Skills: Analysis, communication, requirements elicitation

Project Manager

Focus: Planning, organizing, and managing project resources to achieve specific goals within a defined timeline and budget.

Level: Tactical

Deliverables: Project plans, schedules, status reports

Key Skills: Planning, organization, leadership, risk management

Business Architect

Focus: Designing the overall structure of an organization, its processes, and information systems to align with business strategy.

Level: Strategic

Deliverables: Business architecture models, capability maps, value stream maps

Key Skills: Strategic thinking, enterprise architecture, business modeling

Example Scenarios and Related Roles

Scenario: Improving a video game

Business Analyst: Identifies player pain points, gathers feedback on game features, and defines requirements for improvements.

Project Manager: Creates a development plan, assigns tasks to the game development team, and ensures the game is released on time and meets quality standards.

Business Architect: Defines the game's overall vision and strategy, considering target audience, market trends, and company goals. Determines how the game fits into the company's product portfolio.

Scenario: Online food ordering

Business Analyst: Identifies customer needs and preferences, defines the online ordering process, and specifies system requirements.

Project Manager: Creates a project plan for developing and launching the online ordering system, manages the development team, and ensures the system is delivered on time and within budget.

Business Architect: Defines the overall e-commerce strategy for the company, including online ordering as one component. Considers the online ordering system's integration with other business systems (e.g., inventory, delivery).

02

What Mindsets are required? What Competencies are required?

“Obstacles and challenges will arise no matter who you are or what you are trying to accomplish but it is only those who know there is a solution and keep digging until they find it that will conquer the day.” —Byron Pulsifer

Competencies

Soft Skills

Interpersonal Skills

Communication / Collaboration

Change Management

Time / Stress Management

Leadership

Tools / Tech

MS Excel, MS PowerPoint, MS Word, MS Visio, Tableau, PowerBI, SQL

APIs (Integrations), Pseudocode

Computer and Smartphone, Email, Messaging, Conferencing

Business Knowledge

Customer Focus / Value

Business Acumen

Industry Knowledge

Financial Literacy

Ecosystem Interconnectivity

Analytical and Technical Skills

Data Analysis and Visualization

Process Modelling

Systems Thinking – Micro / Macro

Project Management Fundamentals

Emerging Areas

Artificial Intelligence, Machine Learning

Design Thinking

Agile and Lean Methodologies

Environment, Social, Governance (ESG)

Biases

Common Biases...

Confirmation Bias

Anchoring Bias

Availability Heuristic

Selection Bias

Survivorship Bias

Applying Bias Knowledge...

Critical Thinking

Data Validation

Diverse Perspectives

Transparency

Continuous Learning

Fallacies

Common Fallacies...

False Cause

Hasty Generalization

Appeal to Authority

Ad Hominem

Straw Man

Applying Fallacy Knowledge...

Critical Thinking

Data Analysis

Stakeholder Management

Communication

Challenges Faced by Business Analysts

Complex Problem Solving

- Ambiguous requirements
- Multiple stakeholders
- Technical complexity

Interpersonal Challenges

- Communication breakdown
- Conflict resolution
- Building relationships

Organizational Challenges

- Resistance to change
- Resource constraints
- Political landscape
- Hierarchical position

Skill-Based Challenges

- Staying updated
- Continuous learning
- Balancing tech and soft skills

Additional Challenges

- Time management
- Stress management

Why Become a Business Analyst?

Intellectual Stimulation

- Problem-solving
- Continuous learning
- Strategic thinking

Varied Work Environment

- Diverse projects
- Collaboration
- Tangible impact

Personal Growth

- Skill development
- Career advancement
- Networking

Intrinsic Rewards

- Making a difference
- Overcoming challenges

Other...

- Flexibility
- Applying skills to daily life

03

How do I get into Business Analysis? What can enhance my Business Analysis journey?

“Ever since I was a child, I have had this instinctive urge for expansion and growth. To me, the function and duty of a quality human being is the sincere and honest development of one’s potential.” —Bruce Lee

Your Job Application is a Sales Pitch

Build Your Personal Brand

- Define your value proposition
- Leverage online platforms
- Create content
- Network

Build Trust & Credibility

- Be authentic
- Be transparent
- Seek feedback

Craft Your Story

- Develop a compelling narrative
- Highlight achievements
- Tailor your story

Continuous Learning

- Stay updated
- Expand your skill set
- Demonstrate growth mindset

Demonstrate Skills

- Showcase your portfolio
- Use data and metrics
- Highlight soft skills
- Profile certifications / credentials

...Other Analogies

- Your job search is also like a:
 - Marketing campaign
 - Product demonstration

Mindset for Successful Job Search

Embrace...

Growth Mindset

Resilience

Curiosity

Problem-Solving

Adaptability

Networking

Let go of...

Perfectionism

Fear of Rejection

Comparison

Stagnation

Limited Thinking

Additional Tips: Leverage AI, Stay Positive, Be Patient, Reflect, Celebrate Small Wins

How to get Experience Without a Job?

Volunteer Work
Personal Projects
Internships and Co-ops

What can enhance my Business Analysis journey?

Your past experiences

Your cultures

Your perspectives

Your languages

Your hobbies

Your network

Your persistence

Your...

Gain self-awareness

Build a support system

Challenge negative thoughts

Avoid undermining yourself

Avoid overcommitting

Ask for help / feedback

04

Where can I find out more?
What else should I do next?

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore.

Dream. Discover.” —Mark Twain

Where can I find out more?

Online Resources

Professional Organizations: International Institute of Business Analysis (IIBA), Project Management Institute (PMI)

Online Course Platforms: Coursera, edX, Udemy, LinkedIn Learning, Pluralsight

Industry-Specific Platforms: Platforms focused on specific industries (e.g., healthcare, finance, technology, gov, corp, ...)

Blogs and Articles: Websites like Medium, Towards Data Science, and industry-specific blogs

Offline Resources

Libraries: Local libraries often have books and resources on Business Analysis and related topics.

Colleges and Universities: Many institutions offer business, IT, continuing-ed programs with BA courses.

Professional Networking Events: Local associations, industry conferences, meetups, and workshops.

Additional Resources

Recruitment or Manpower Agencies: Affinity, TEEMA, SI Systems, SoftLanding, TekSystems, Tundra, Robert-Half, Huntel Global, etc.

Many agencies will provide feedback to you on your resume; and on industry trends.

What else should I do next?

Seek Mentorship

It's a 2-way street

Profile Structuring

LinkedIn, Monster,
Indeed, etc.

Showcase & Share

Online portfolio
and visibility

Navigating Your Business Analyst Journey

**Set clear
goals**

**Prioritize
learning**

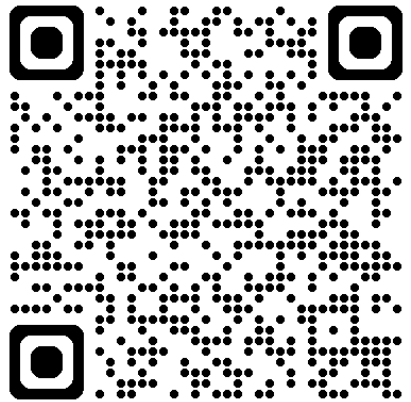
**Structured
job search**

**Time
management**

Self-care

**Continuous
learning**

**Celebrate
milestones**



All the best!!

Reach out

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