



# Business Analysis Conference Europe 2013

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**IIBA<sup>®</sup> UK Chapter Developing the  
Business Analysis Profession**

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**23-25 September 2013**

**In Collaboration With:**



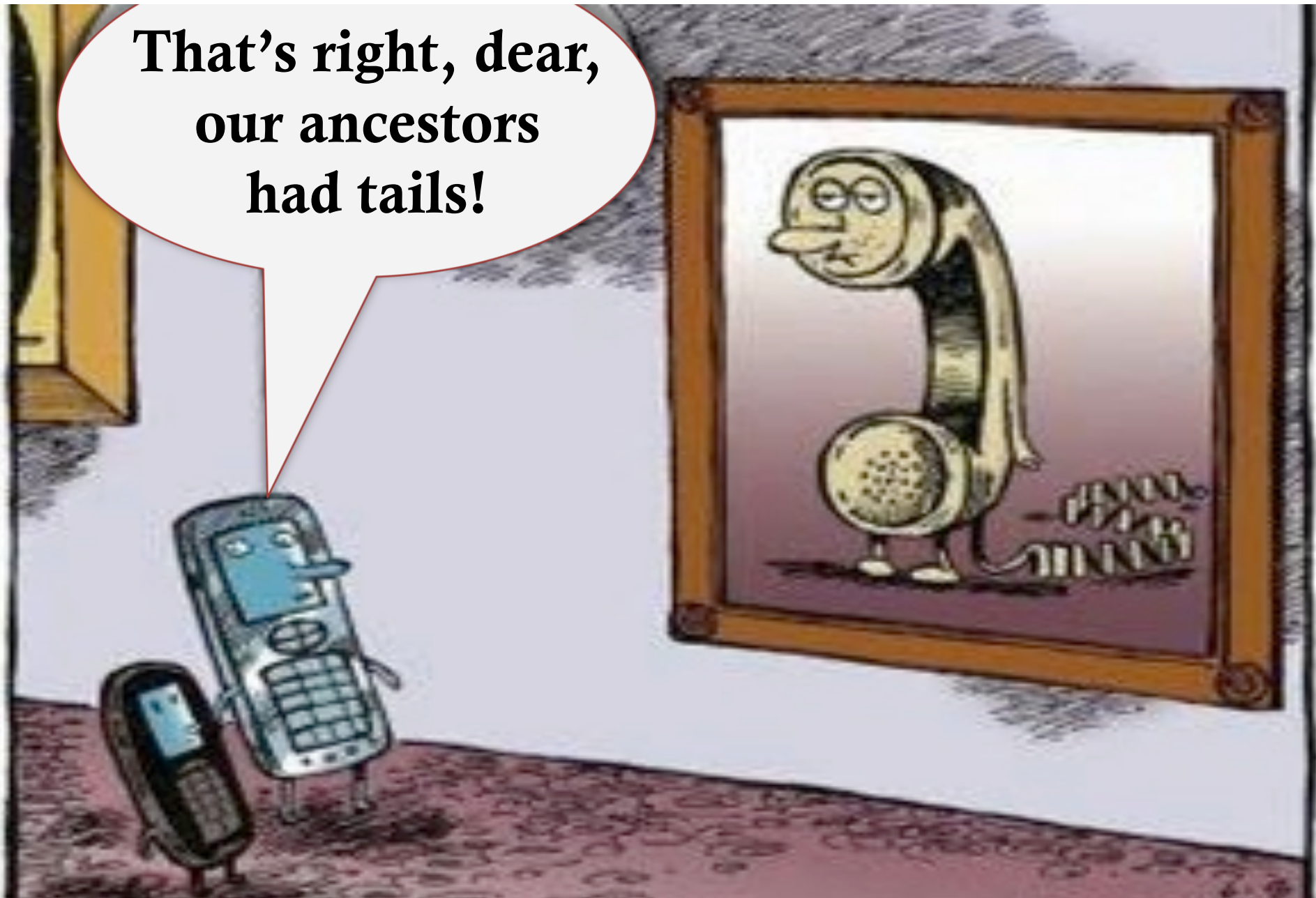
# BUSINESS ANALYSIS...

.....It's Like Riding a Bike

# ABOUT ME...

- Sarah Sparey
- A career Business Analyst
- Degree in Maths and Computing
- Started out as a developer

**That's right, dear,  
our ancestors  
had tails!**







# HOW DO I GET

*From This.....*



*.....To This?*



# HOW DO I GET

*From This....*



*.....To This?*





## A Cyclist

- The Bike
- The Skills
- The Terrain
- The Character



## A Business Analyst

- The Tools
- The Techniques
- Business Knowledge
- The Soft Skills

# LEARNING TO RIDE A BIKE

## The Bike

- Chosen for you / pre-configured
- Easy to use
- Accessible

## The Skills

- Guided by others
- How to pedal
- How to stay on the bike

## The Terrain

- Experiencing new things
- Making note of difficult situations
- Finding the safe places

## The Character

- Taking instruction and applying it
- Patience /willingness to learn
- Naturally inquisitive, self aware



# LEARNING TO BE A BA

## The Tools

- Chosen for you / pre-configured
- Easy to use
- Accessible

## The Techniques

- Guided by others
- How to ask questions
- How to survive a workshop

## The Business Knowledge

- Experiencing new things
- Making note of difficult situations
- Finding the safe places

## The Soft Skills

- Taking instruction and applying it
- Patience /willingness to learn
- Naturally inquisitive, self aware



# COMPETENT CYCLIST

## The Bike

- Chosen with your input
- Practical / fit for purpose
- Narrow use

## The Skills

- Draw on and evolve an approach when faced with familiar situations
- Use techniques to suit surroundings

## The Terrain

- In depth experience of at least one journey
- Practical experience of different terrains /climates

## The Character

- Explore and learn from mistakes
- Balance cycling and the amount of pub stops!



# COMPETENT BA

## The Tools

- Adapted with your input
- Practical / fit for purpose
- Narrow use

## The Techniques

- Draw on and evolve an approach when faced with familiar situations
- Use techniques to suit surroundings

## The Business Knowledge

- In depth experience of at least one business model
- Practical experience of different cultures / industries

## The Soft Skills

- Explore and learn from mistakes
- Balance work with the amount of networking



# EXPERIENCED CYCLIST

## The Bike

- Researched, based on core use
- Focus on gadgets to improve performance

## The Skills

- Riding with others effectively
- Researching new journeys and abstracting approach based on experience

## The Terrain

- All about the planning and preparation
- Use of other peoples documented knowledge of the journey

## The Character

- Learn from own and others mistakes
- Like riding, even in the rain!
- Team player



# EXPERIENCED BA

## The Tools

- Researched, based on wider re-use
- Focus on tools to improve performance

## The Techniques

- Working with others effectively
- Researching new techniques and abstracting approach based on experience

## The Business Knowledge

- All about the planning and preparation
- Use of other peoples documented knowledge of the business area

## The Soft Skills

- Learn from own and others mistakes
- Like analysis, even when frustrating!
- Team player



# PROFESSIONAL CYCLIST

## The Bike

- Built for you, pared back to only critical elements for role
- Gadgets used to monitor / track and improve specific parts and overall performance

## The Skills

- Continued research and groups / forums
- Able to train / mentor others
- View of big and detailed picture to ensure success

## The Terrain

- Work in concepts with a level of abstraction
- Easily adapt to any competition / situation

## The Character

- Seen as a natural
- Learn from own and others success
- Passion for riding





# PROFESSIONAL BA

## The Tools

- Built by you, pared back to only critical elements for role
- Tools used to monitor / track and improve specific parts and overall performance

## The Techniques

- Continued research and groups / forums
- Able to train / mentor others
- View of big and detailed picture to ensure success

## The Business Knowledge

- Work in concepts with a level of abstraction
- Easily adapt to any organisation / industry

## The Soft Skills

- Seen as a natural
- Learn from own and others success
- Passion for analysis





# FURTHER INFORMATION

- Visit my website for a suite of FREE Business Analyst templates that will support you in your role
- And for some more hints and tips about becoming a Real Business Analyst
- website: **[www.speed-solutions.co.uk](http://www.speed-solutions.co.uk)**
- email: **[sarah@speed-solutions.co.uk](mailto:sarah@speed-solutions.co.uk)**
- phone: **+44 (0) 7907 174104**





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