Introducing A Guide to the Business Analysis Body of Knowledge®
(BABOK® Guide)
Version 3

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IIBA®
Agenda

1. Why Change
2. How We Got Here
3. The Major Changes
4. Knowledge Areas
5. Business Analysis Core Concept Model
6. Perspectives
7. Techniques
8. What’s Next
Why Change?
What Drives Business Value?

- 67% Enabling Business Strategy
- 52% Optimizing Business Processes
- 41% Driving Innovation

42% of CIOs rated business analysis as the top technical skills gap in their organization in Deloitte’s 2013 CIO Survey.
How We Got Here
The Team

Core Team leading
• International
• Experienced
• Multiple BA Disciplines
• Writers
• Editors

Consensus Driven Approach
A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide) v3

- The only globally recognized standard for the practice of business analysis

Beyond I.T.
Building the Profession for Years to Come
The Major Changes
“Business Analysis is the set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization, and to recommend solutions that enable the organization to achieve its goals.”

BABOK® Guide, Version 2
“Business Analysis is the set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization, and to recommend solutions that enable the organization to achieve its goals.”

BABOK® Guide, Version 2

“Business analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders.”

BABOK® Guide, Version 3
Core Concepts and Unified Terminology

• BACCM
  • Uniting a community of practitioners requires common terminology
  • 6 core concepts kept recurring

• Relevant from enterprise strategy to tactical implementation
Revised Knowledge Area Structure
Encompassing the Full Scope of the Business Analysis Discipline

Industry demand for:
- Process Improvement skills
- Strategic thinking
- Alignment to business goals
- Integration with Agile
- Focus on change management

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Knowledge Areas
BABOK® Guide Knowledge Areas

Takes a fresh look at the Techniques and Underlying Competencies

V3 Incorporates the following within the Knowledge Areas:

- The Business Analysis Core Concept Model (BACCM)

- The 5 perspectives – Agile, Business Intelligence, Information Technology, Business Architecture, and Business Process Management
BABOK® Guide Knowledge Areas

Version 2

Solution Assessment & Validation
Requirements Analysis
Enterprise Analysis
Business Analysis Planning & Monitoring
Elicitation
Requirements Management & Communication

Version 3

Solution Evaluation
Elicitation and Collaboration
Requirements Analysis and Design Definition
Requirements Life Cycle Management
Strategy Analysis

Business Analysis Planning and Monitoring
Business Analysis Core Concept Model™ (BACCM™)
Business Analysis Core Concept Model (BACCM)

- Conceptual Framework for Business Analysis
  - What business analysis is
  - What it means to perform business analysis
  - Provides a foundation for the work
  - Guides you in building knowledge about the required change
Business Analysis Core Concept Model (BACCM)

- **Change**: Transformation driven by a Need
- **Solution**: A specific way of satisfying a Need
- **Context**: The circumstances surrounding a Change
- **Value**: The worth of something to a Stakeholder
- **Need**: Problem or Opportunity
- **Stakeholder**: Has a relationship to the Change, Need, or Solution
- **Stakeholders**: Has a relationship to the Change, Need, or Solution

The model illustrates the interrelationships between the core concepts of business analysis.
Business Analysis Core Concept Model (BACCM)

• Ask yourself:
  • What are the desired Changes?
  • What Solutions are we addressing?
  • What is the Context for this work?
  • What Value are we delivering?
  • Which Stakeholders are involved?
  • What Needs are we trying to meet?
Perspectives
What’s a Perspective?

• Considers a specific Context
  • Discusses the nature of a change
  • Identifies business analysis scope
  • Identifies methodologies, approaches, and techniques to use
• Specifies the most relevant underlying competencies
• Discusses how to leverage the BABOK® Guide Knowledge Areas
Perspectives Connect BABOK® Guide to BA Practice
BABOK® Guide v3 Defines Five Perspectives

The 5 Perspectives

- Agile
- Business Intelligence
- Business Process Management
- Business Architecture
- Information Technology
Techniques
Techniques

V2

34

I.T. focus

V3

50

I.T.
B.I.
B.P.M.
Agile
Business Architecture
V3 Technique Highlights

• Backlog Management
• Benchmarking and Market Analysis
• Balanced Scorecard
• Business Model Canvas
• Collaborative Game
• Concept Modeling
• Financial Analysis
• Mind Mapping
What’s Next
Listening to the BA Community

• Competency Model Update

• Agile Extension Update

• How do I incorporate tools and terminology into my Organization’s practice?

• BABOK® Guide v3 – A closer look at the Perspectives

• Certification
IIBA® Certification

• CBAP® Certified Business Analysis Professional™
• CCBA® Certification of Competency in Business Analysis™
• IIBA certification program and exams will be updated to align to BABOK® Guide release of v3

IIBA is committed to ensuring our certification remains the industry standard in the BA profession
More to Come... Sharing insights on BABOK® Guide v3

**Series discussing the BABOK® Guide focusing on a single perspective from v3**

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How can you share your knowledge and experiences with the BA Community

• Check out Volunteer opportunities on iiba.org
• Write a Quick Tip Article
• Participate in Best Practices for Better Business Analysis:
  • Be a Peer Reviewer and/or
  • Submit an article for review

• Join the conversation on the Community site:
  • Write a blog
  • Start/participate in a forum discussion
  • Join a Community group
Questions?
Thank you.