

What's **Hot** and What's **Not**: Trends in Business Analysis

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Objectives



Be able to discuss:

- ▶ The latest trends in business analysis
- ▶ The hot trends and what's not
- ▶ What these trends mean for business analysis practitioners

Business Analysis Trends

What do you
think?

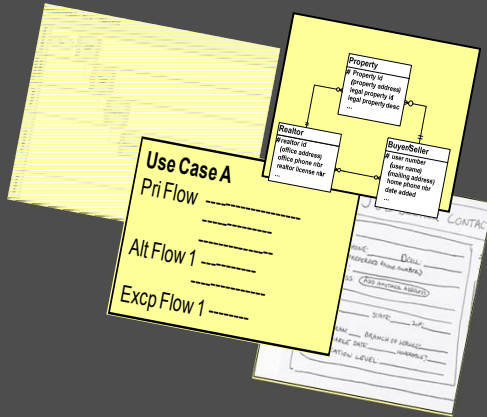
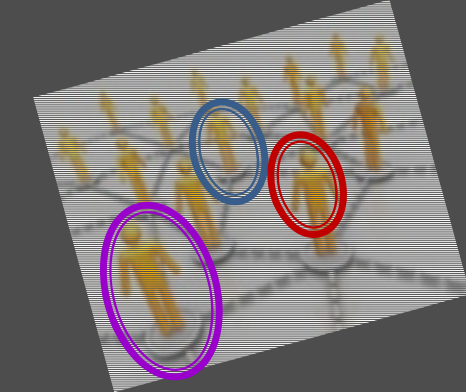
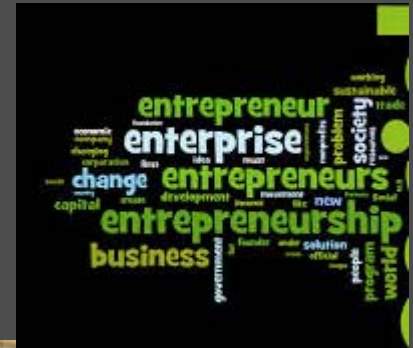


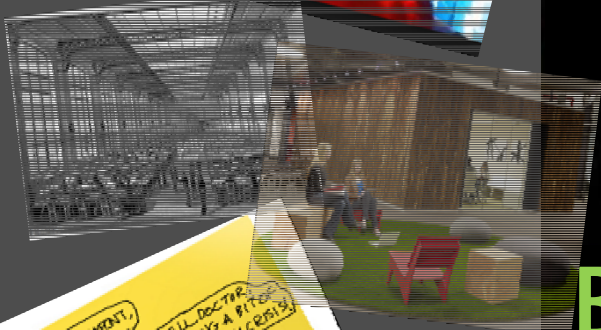
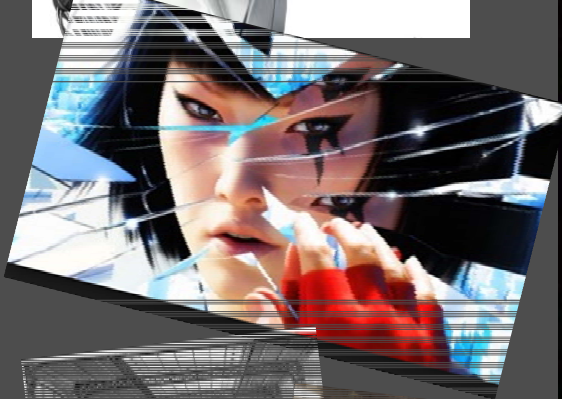
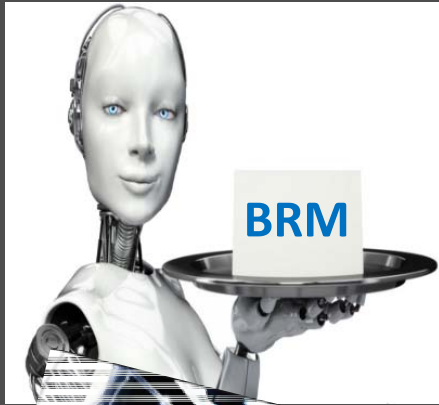
Support Innovation

Emerging Trends in

2015

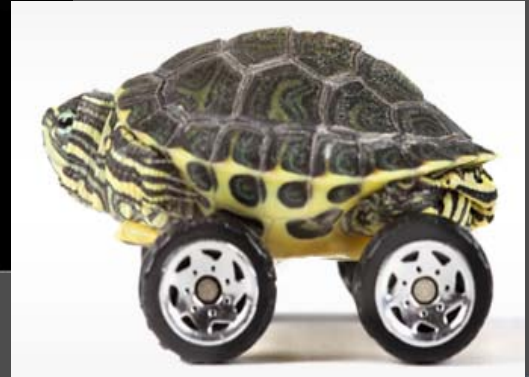
Business Analysis





Emerging Trends in Business Analysis

2016-2017



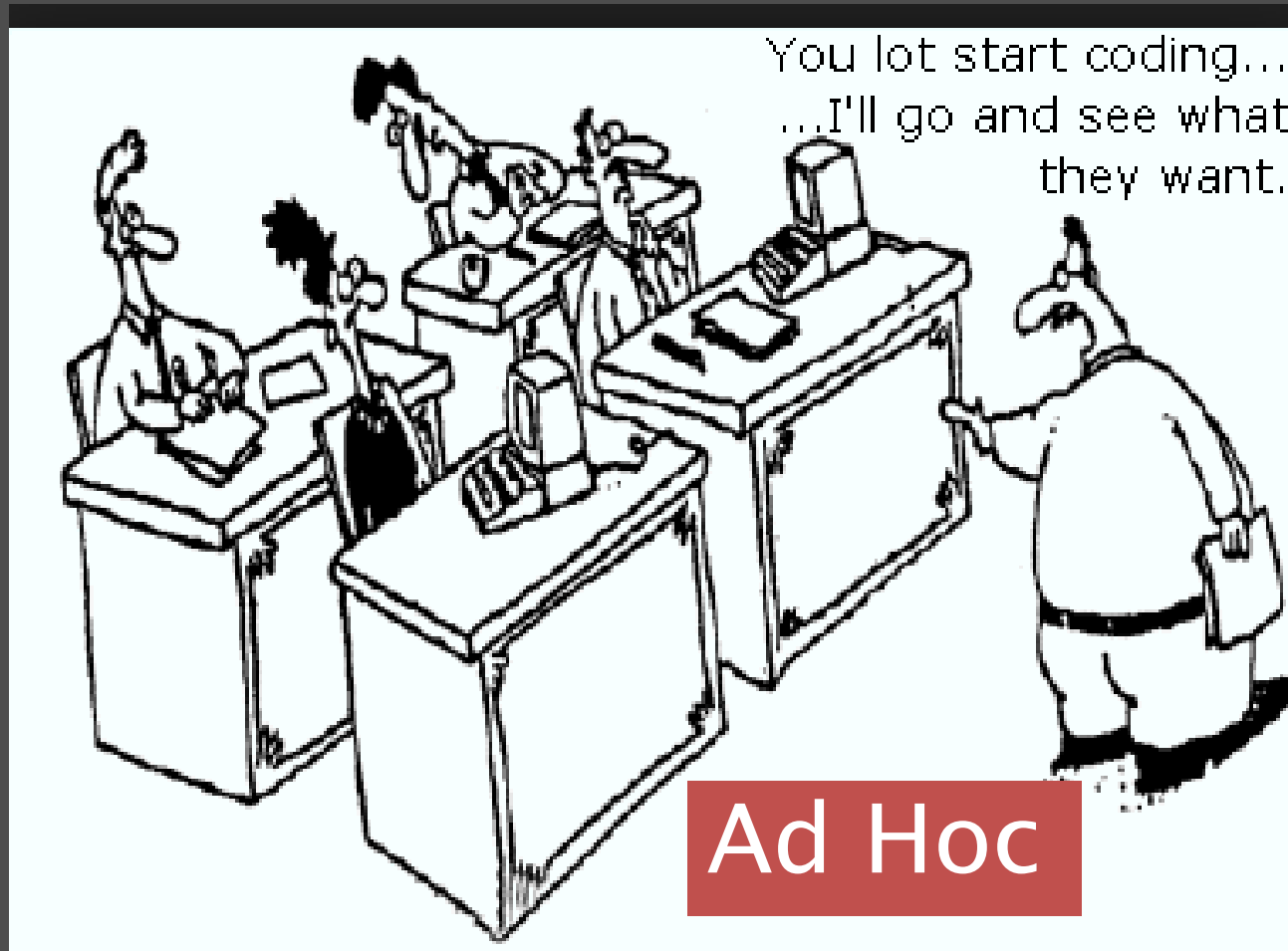
2015 Emerging Trend #1

BRM emerges to maximize value



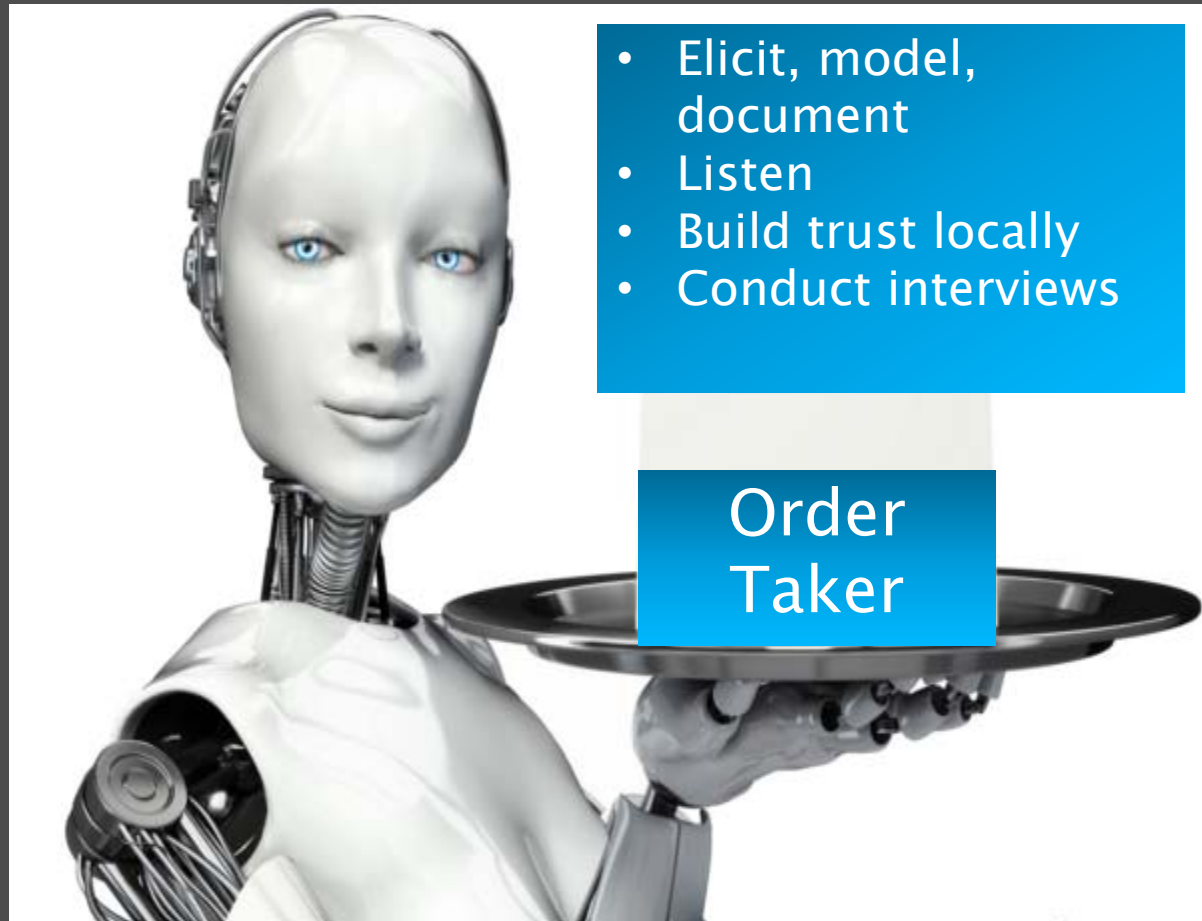
2015 Emerging Trend #1

BA Maturity Levels



2015 Emerging Trend #1

BA Maturity Levels



2015 Emerging Trend #1

BA Maturity Levels

- Order-taker competencies +
- Facilitate workshops
- Build trust cross-organizationally but tactically
- Analyze risks, impacts, and dependencies



Tactical
Seasoned BA

2015 Emerging Trend #1

BA Maturity Levels



Trusted
Advisor

- Seasoned BA competencies +
- Root cause analysis
- Business cases
- Negotiation and conflict resolution
- Build trust strategically
- Courageously advise & recommend

2015 Emerging Trend #1

BA Maturity Levels

- Trusted advisor competencies +
- Maximize business value
- Influence C-level
- Shape strategic agendas
- Promote business innovation
- Contribute to helping the organization change



2016 Emerging Trend #2

BA as Catalyst for Innovation



2015 Emerging Trend #3

Agile Accepted – But Challenges Remain

Expectations

Roles

Governance

**Partial
Adoption**



2015 Emerging Trend #4

Light-Weight Practices

Less is More



2015 Emerging Trend #5

Requirements and Designs The Sooner the Better



2015 Emerging Trend #6

Certifications – and the winner is...?

Pmi-PBA
Greatest % growth
for PMI

CBAP –
Mad rush
before 3.0.

IREB, Prince2, BCS
popular—not in US

**“Agile people
want their
certification.”**



2015 Emerging Trend #7

Changing Workforce and Workplace



CODASYL 1959



THE
"GIG ECONOMY"
WILL BE 43%
OF
WORKFORCE
BY
2020"



◀ Millennial

Boomer ▶



Need to Prove Value

BRMs

Catalyst for Innovation

Agile

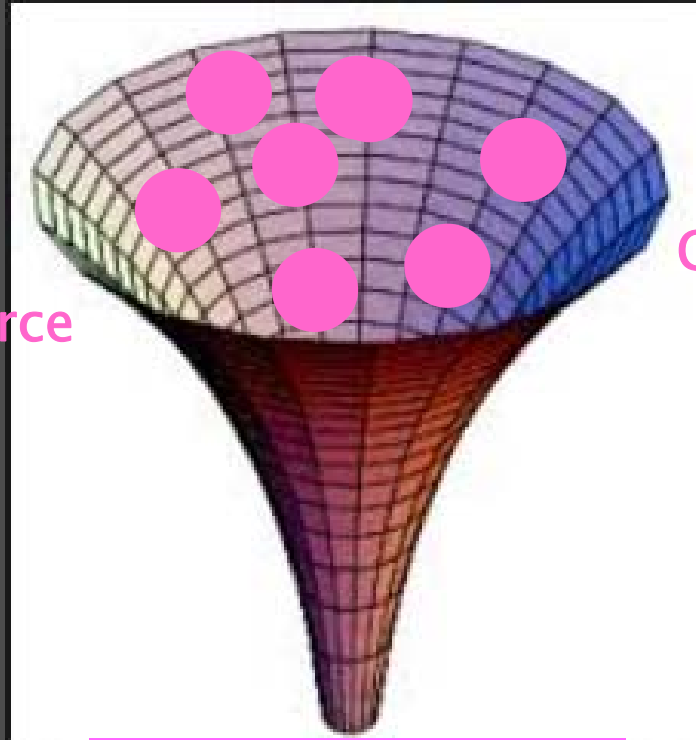
Trends

Requirements
&
Designs

Less is the Norm

Workforce

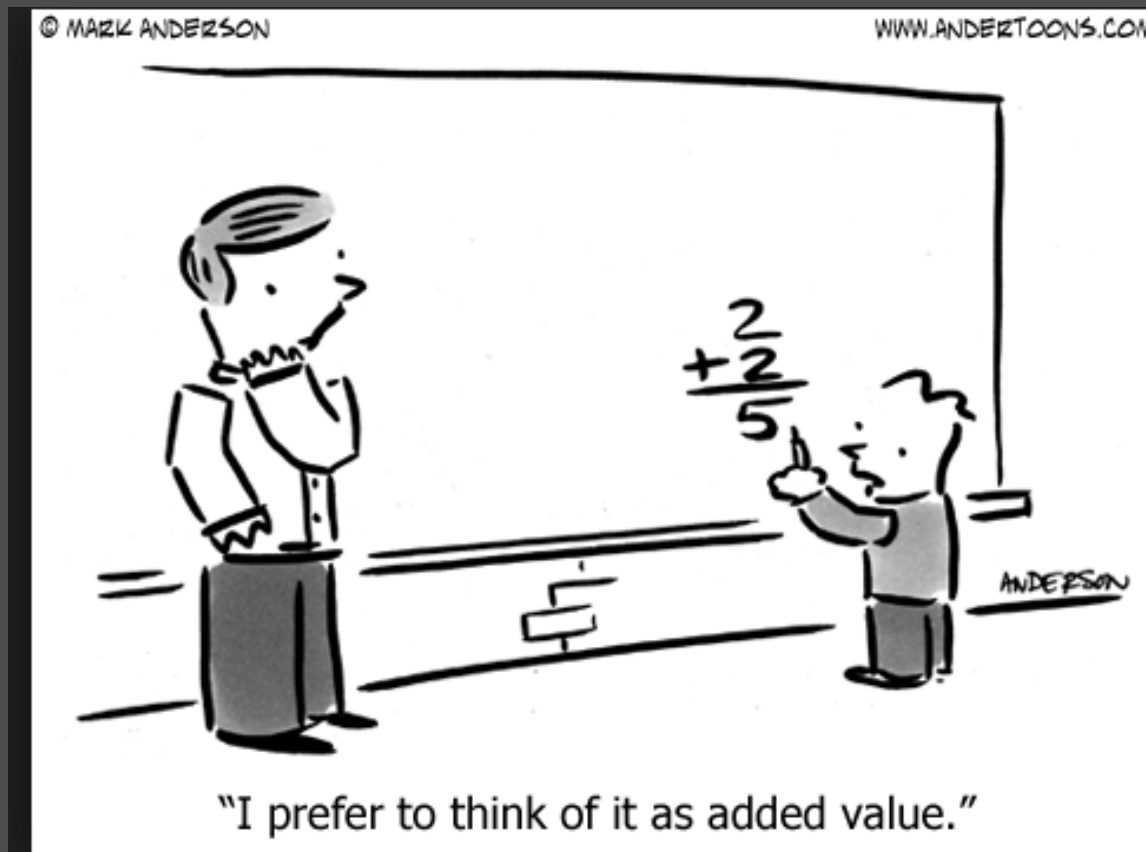
Certifications



Quick Value

Discussion

What is quick value?



What is Quick Value?

Whenever, wherever, whatever, however
as soon as it's usable



You can use
these, can't
you?



Personas

What's Hot?



Agile Scalability



WE'RE LOOKING FOR A
FULL-STACK DEVELOPER

Design

Front-End

Database

Backend

And the Rest

Requirements

Designs

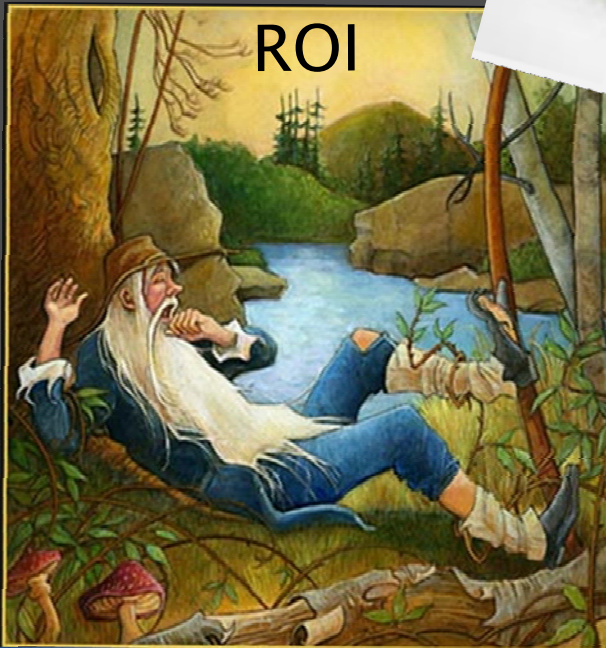
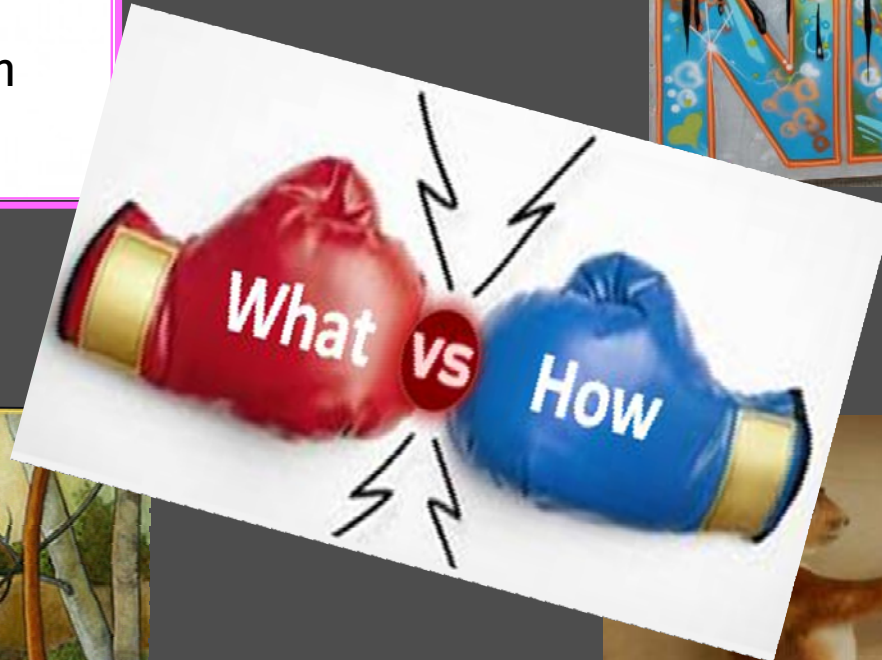
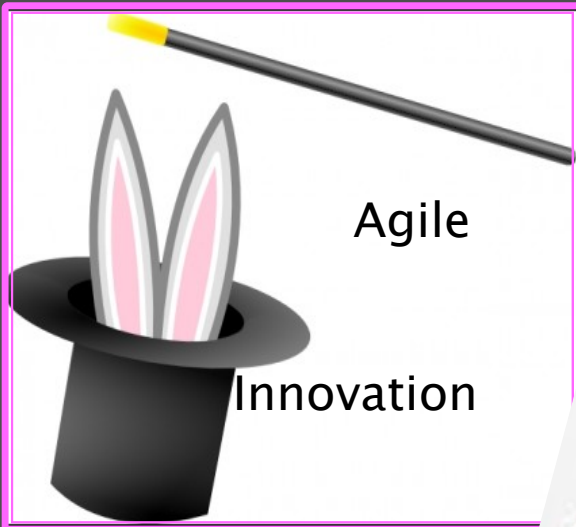
Testing

SQL

And the Rest

What's *Not!*

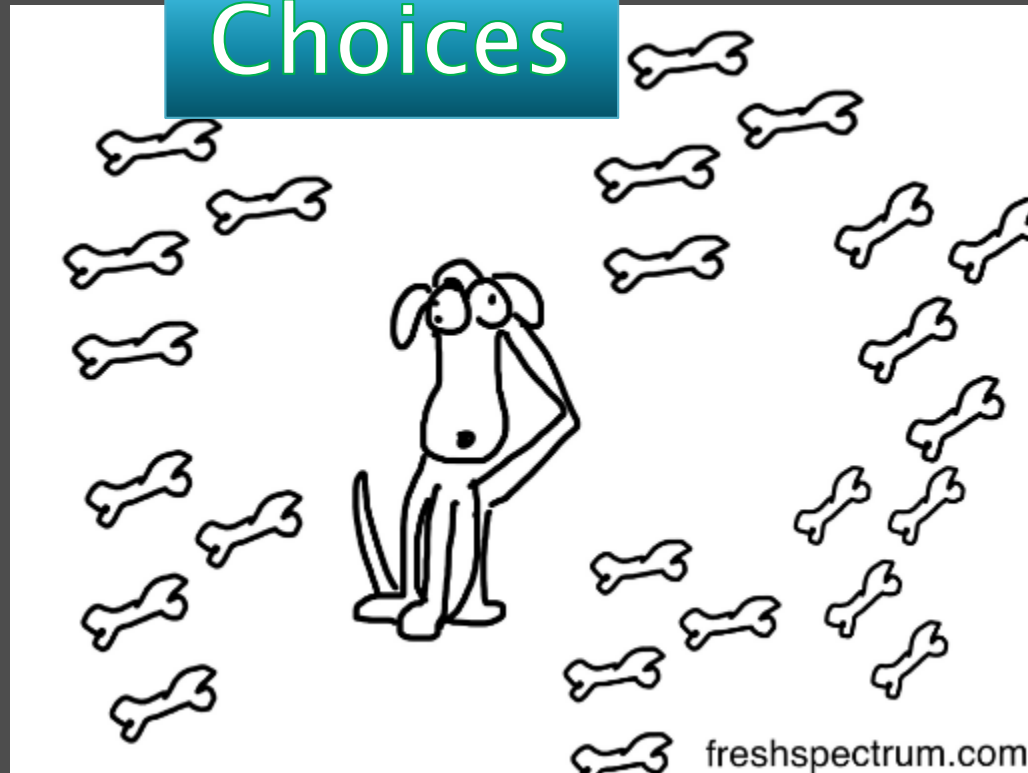




Discussion

What does this mean for you?

Choices



Watermark Learning at a Glance

- ▶ Since 1992 offering workshops and certification preparation programs:
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 - Business Analysis
 - Agile
 - Business Process Management
 - “Influencing Skills”
- ▶ Course licensing and development
- ▶ Industry Partnerships
 - An “original” PMI® Global REP; A Charter IIBA® EEP
 - Offering BA and PM Masters Certificate programs through Auburn University



Q & A

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