

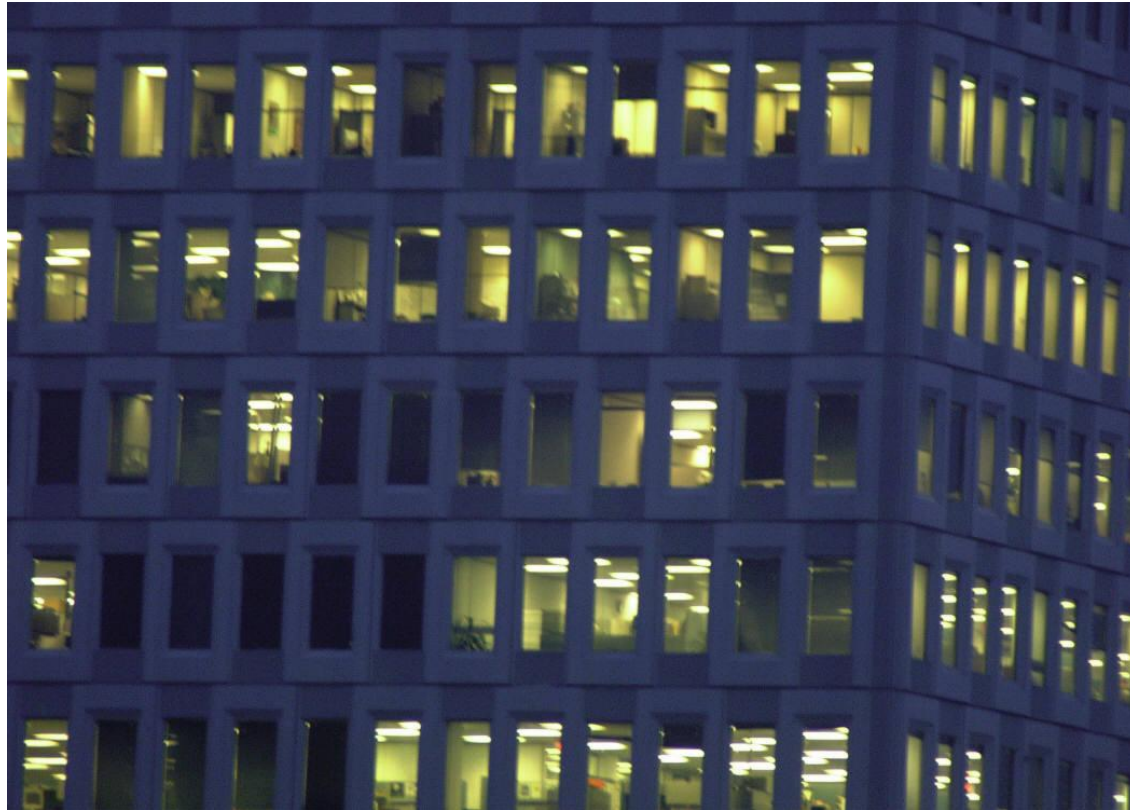
From scepticism to advocacy: Proving the value of the BA role

Adrian Reed

Old Mutual / Skandia



Context : A brief history of our BA team





2007:

Creation of centralised BA team (within IT)

2008
Principal BA
Role
Established

Development
ISEB (BCS)
Diploma

IIBA
Involvement
Encouraged



2007 - 2010:

A transition
period...

2010

Strategy &
Change Team

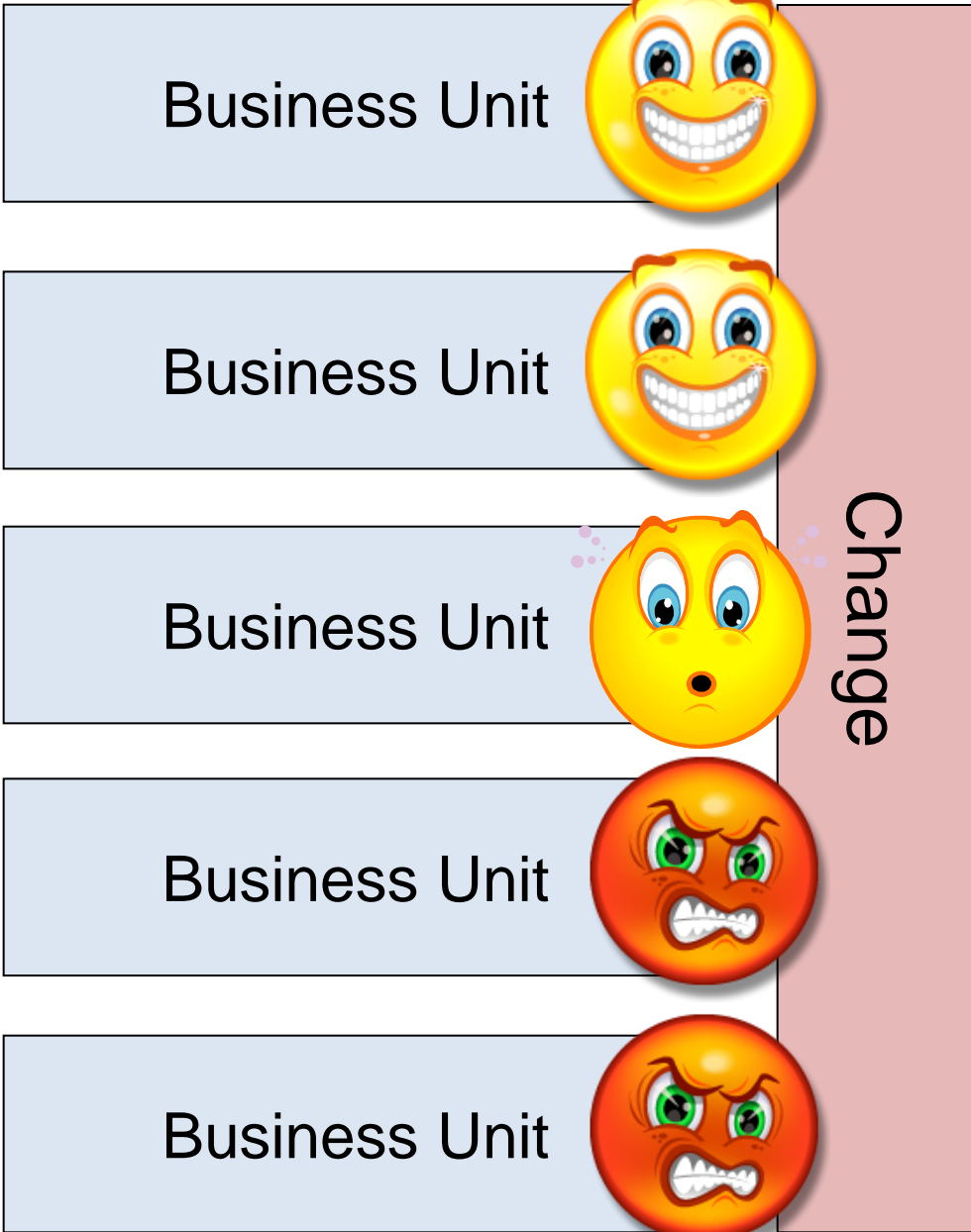




2011:

Change Team





IT Relationship & Project Management

Outsourced Partners

Outsourced Partners

Outsourced Partners

Because people don't know what we
do:

You're a BA, can
you take the
minutes of this
meeting please?

BAs are
scribes

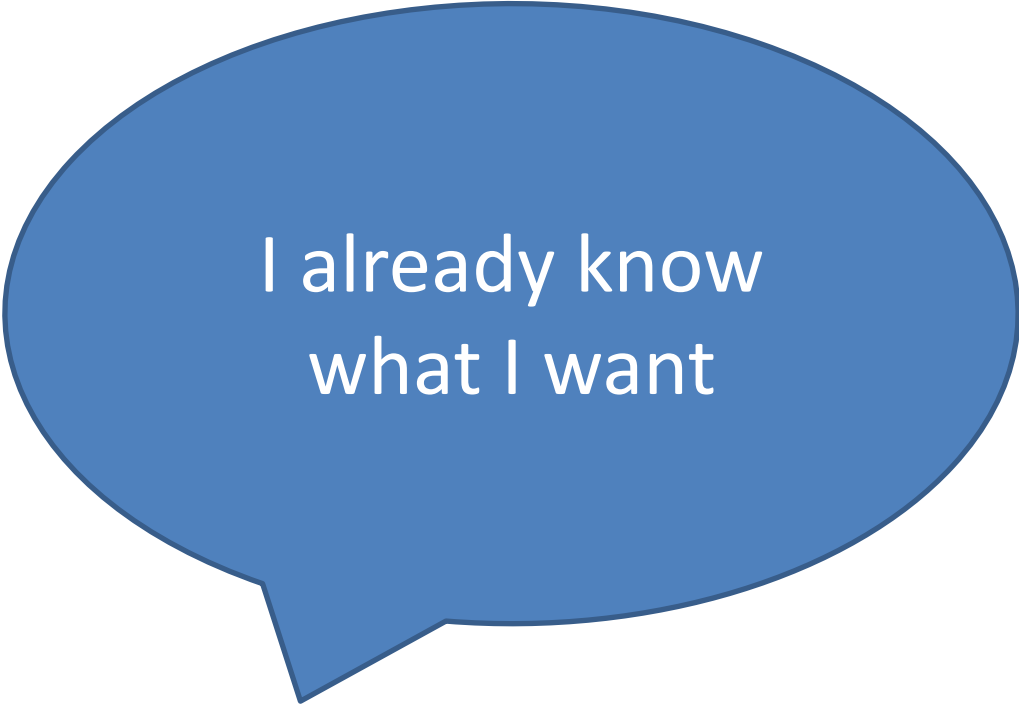
Because people don't know what we
do:

We don't need lots
of analysis. We
just need to get
going.

Form-
filler!



Because people don't know what we
do:



I already know
what I want



What
can a BA
tell me?

Building Awareness

- Of what we do
- Not what people *think* we do!
- ... And getting clear in our own minds what we *do* and *don't do*!



Delivery : [dih-liv-uh-ree]

Working as a cohesive team to specify and deliver the right solution for our clients, advisors, staff and shareholders



END
**DELIVERED
CHANGE**

- Successful change
- Business value
- Customer value
- Benefits Realisation
- Change that “sticks”



START:
**IDEA
NEED
OPPORTUNITY**



Delivery : [dih-liv-uh-ree]

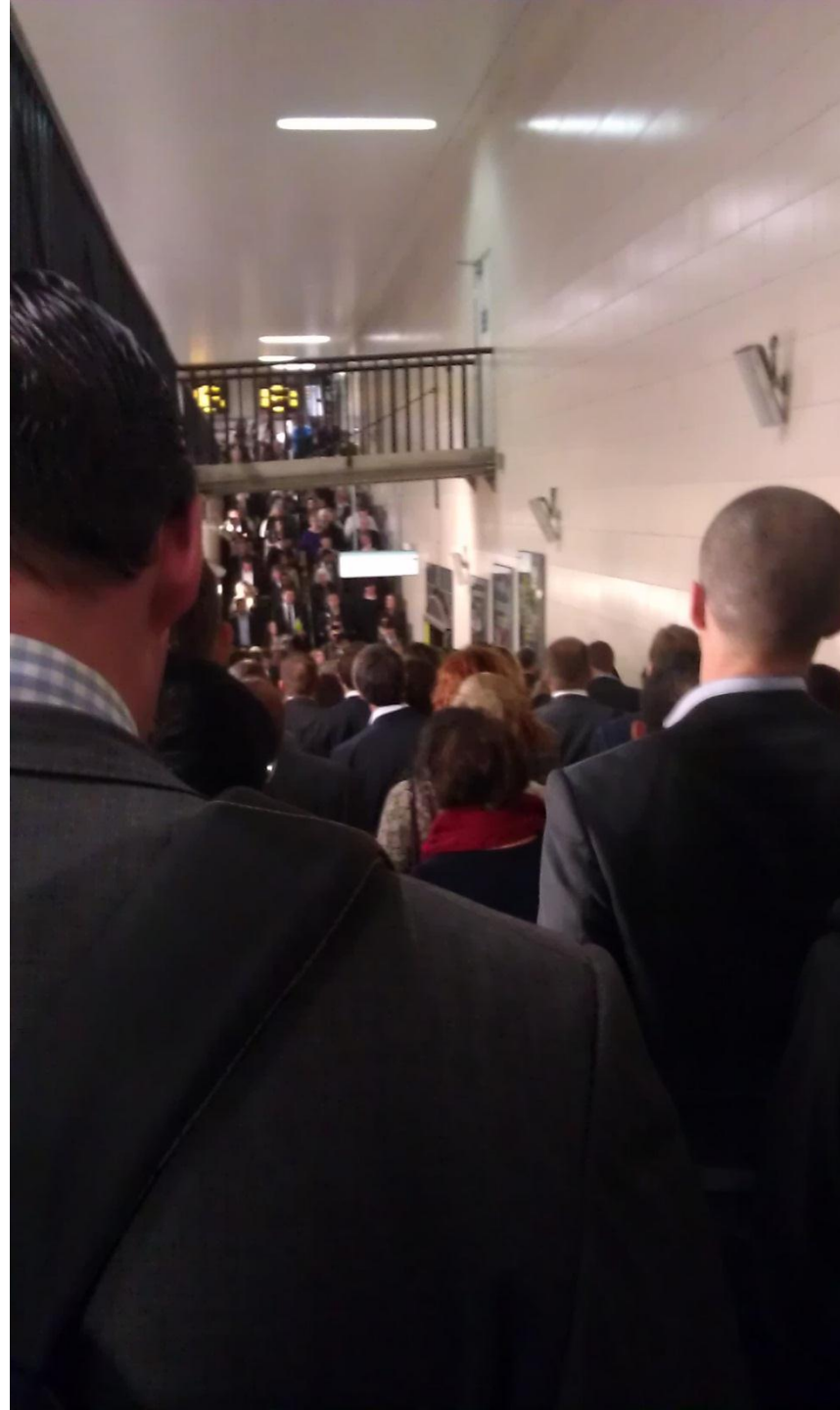
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START:

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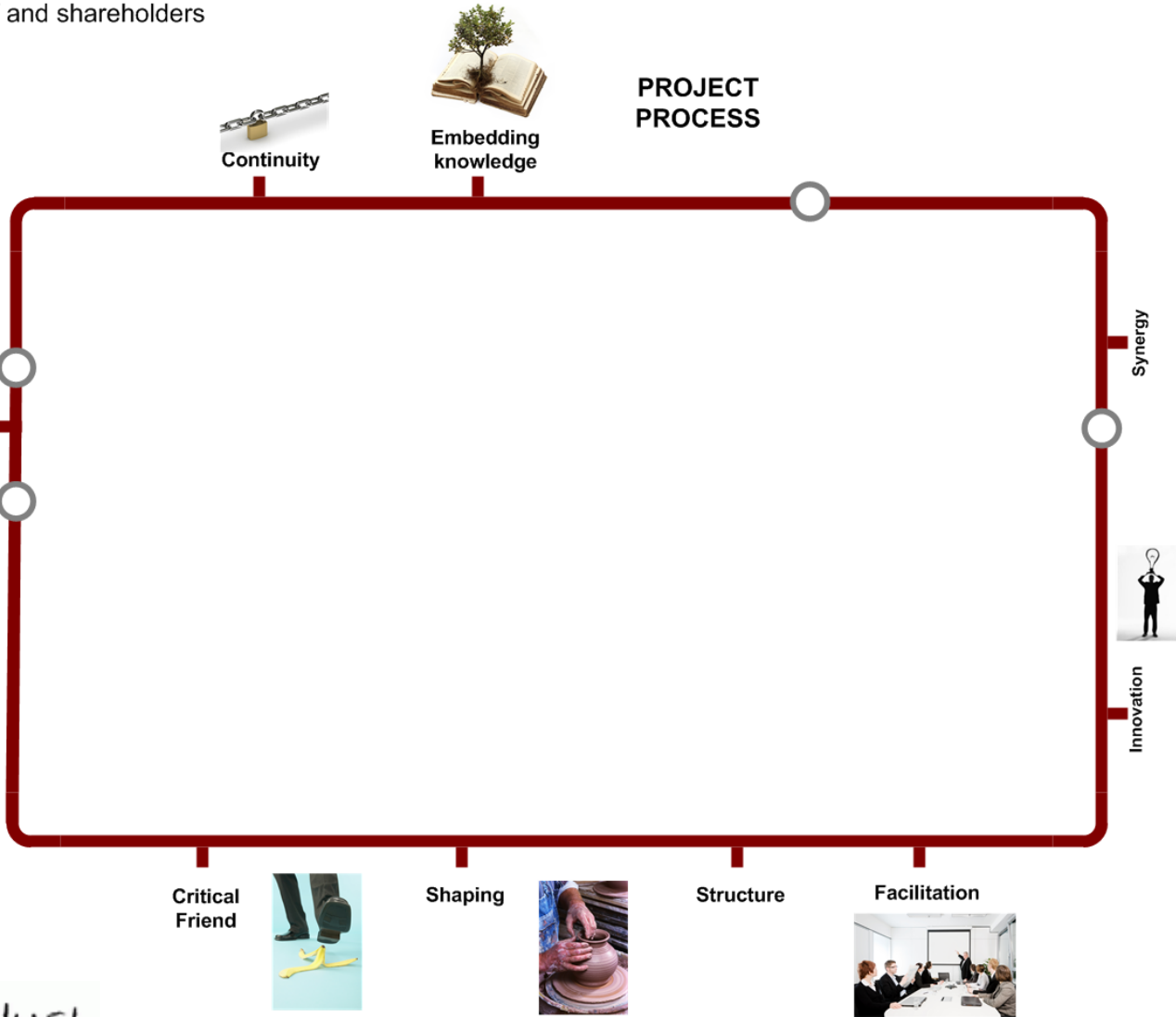
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**END
DELIVERED
CHANGE**

- Successful change
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**START:
IDEA
NEED
OPPORTUNITY**



Critical Friend



Shaping



Structure



Facilitation

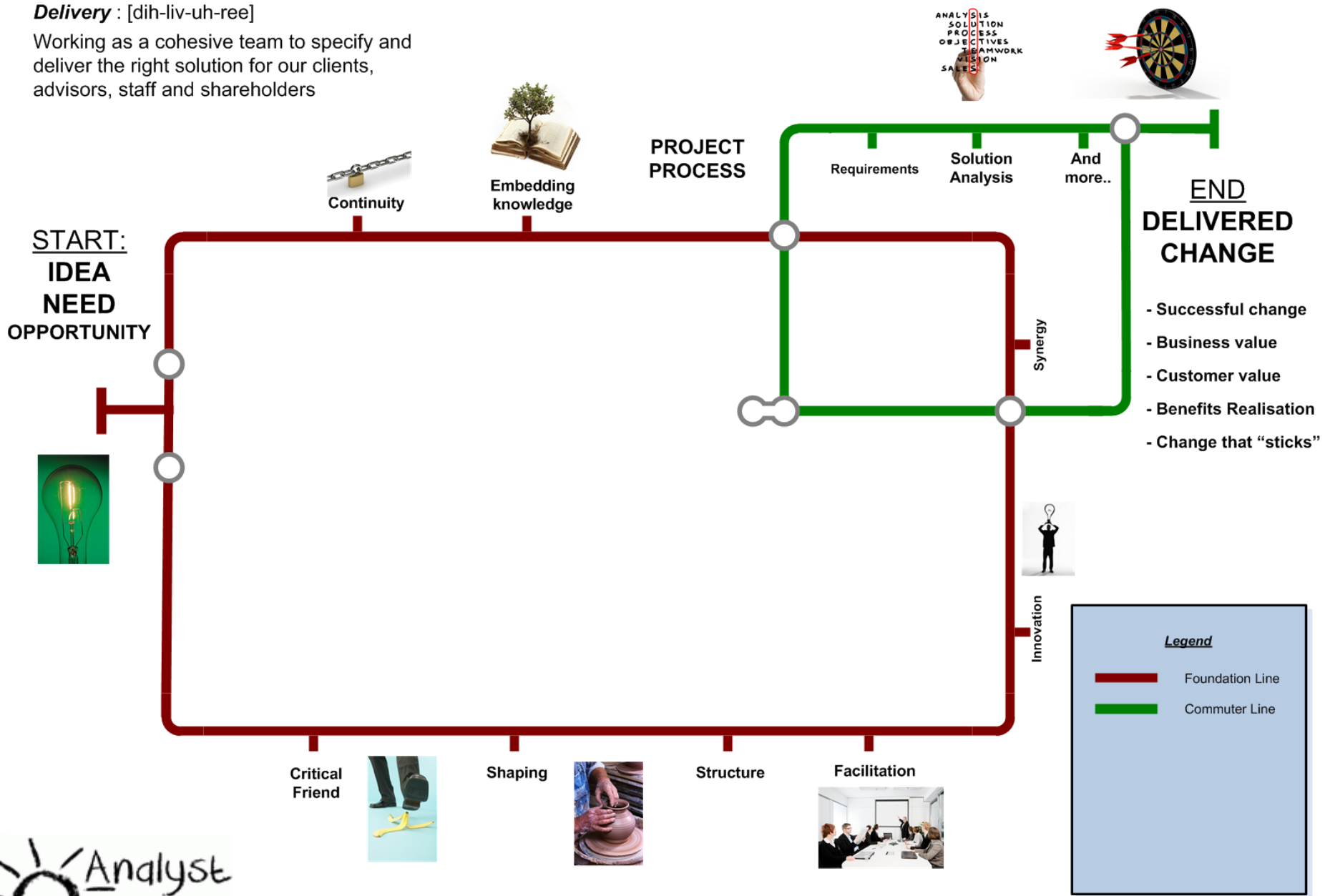
Legend

— Foundation Line



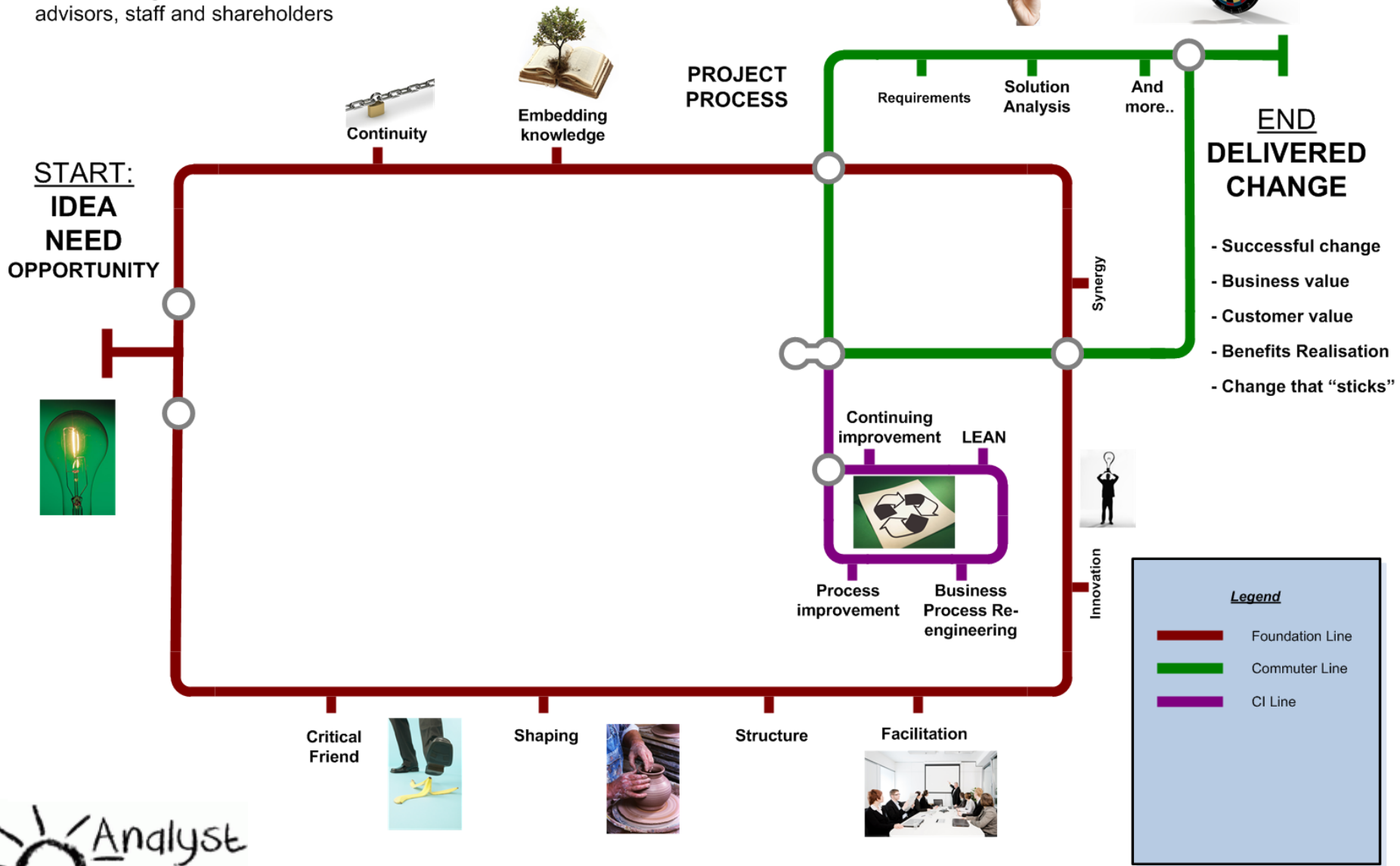
Delivery : [dih-liv-uh-ree]

Working as a cohesive team to specify and deliver the right solution for our clients, advisors, staff and shareholders



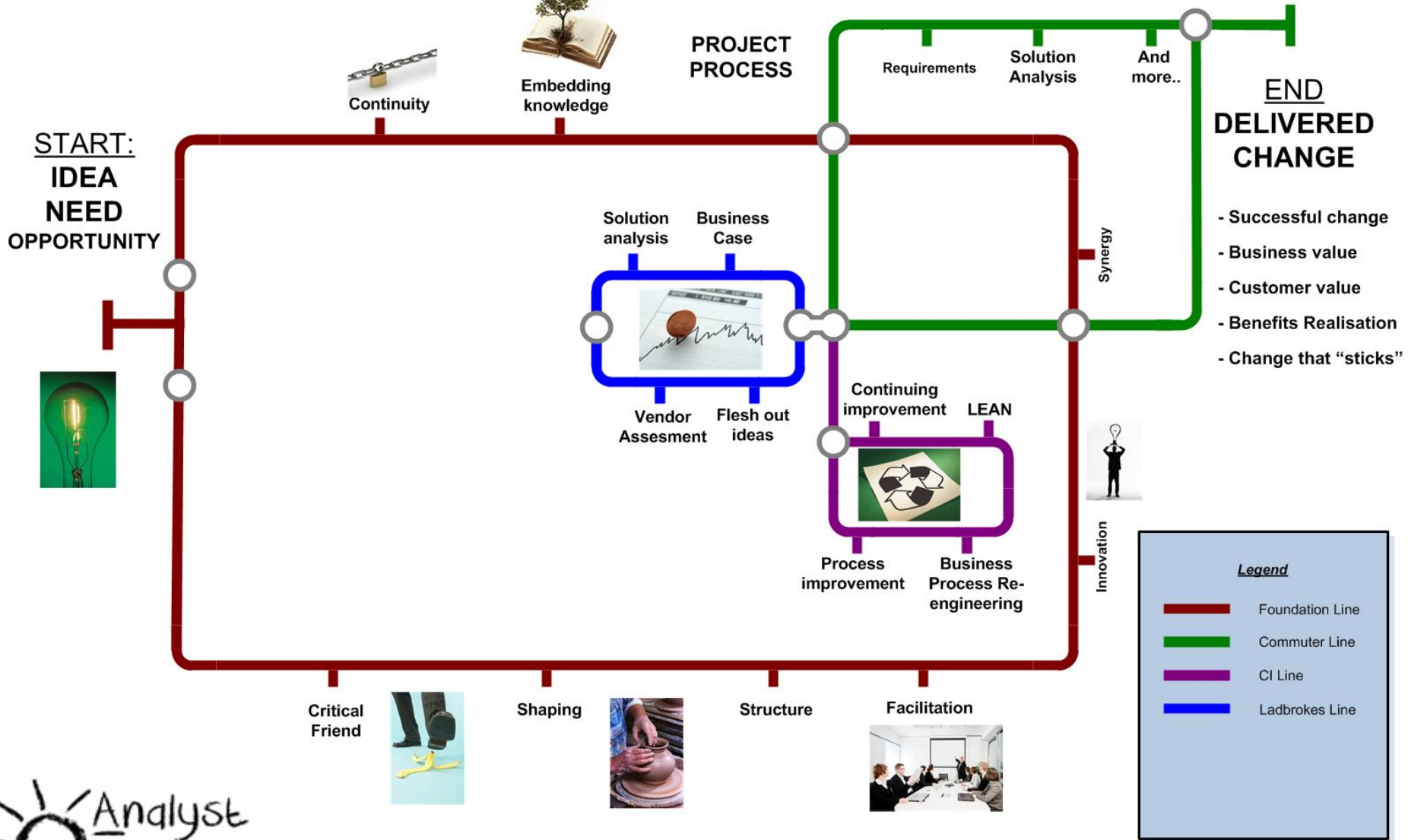
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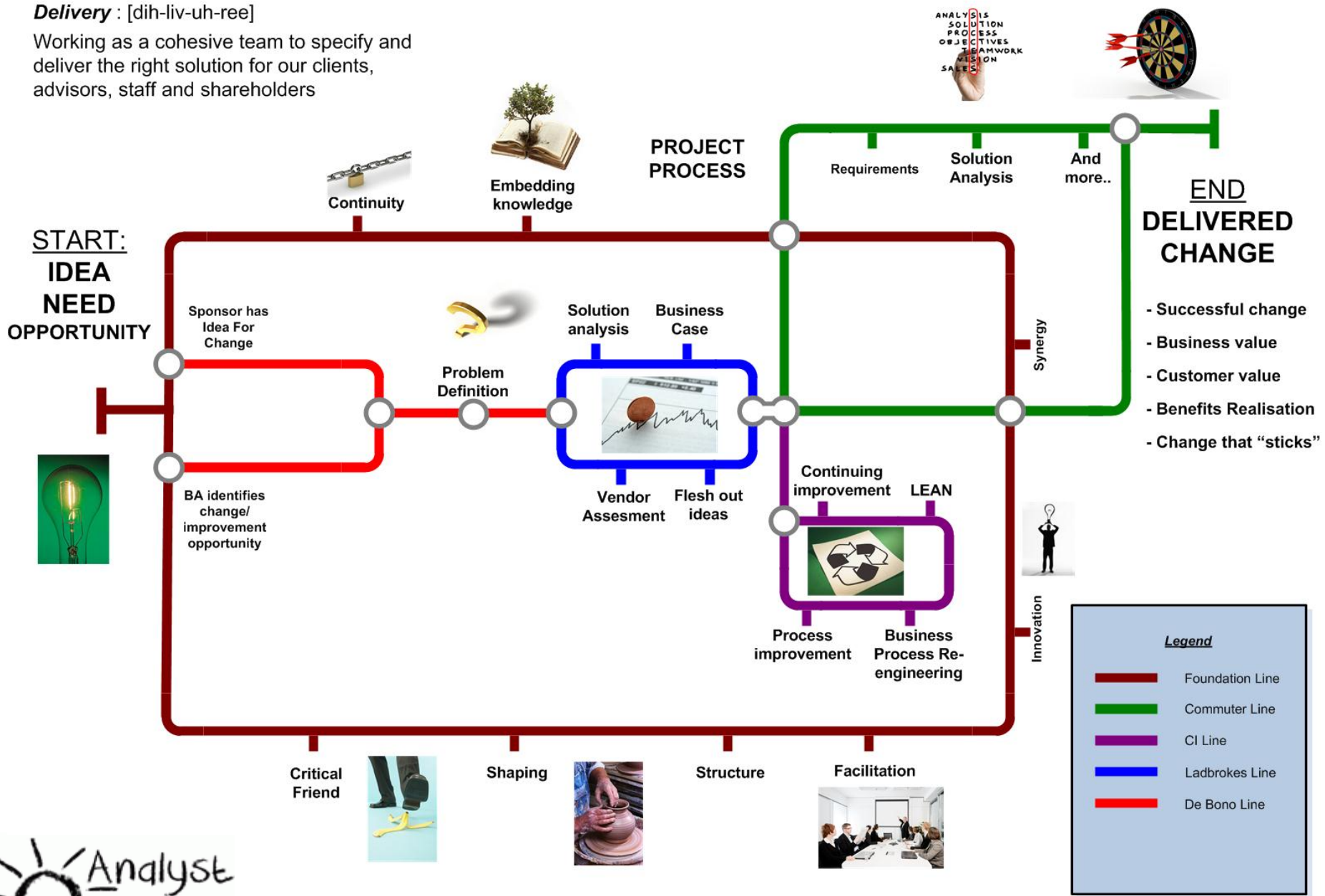
Delivery : [dih-liv-uh-ree]

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Delivery : [dih-liv-uh-ree]

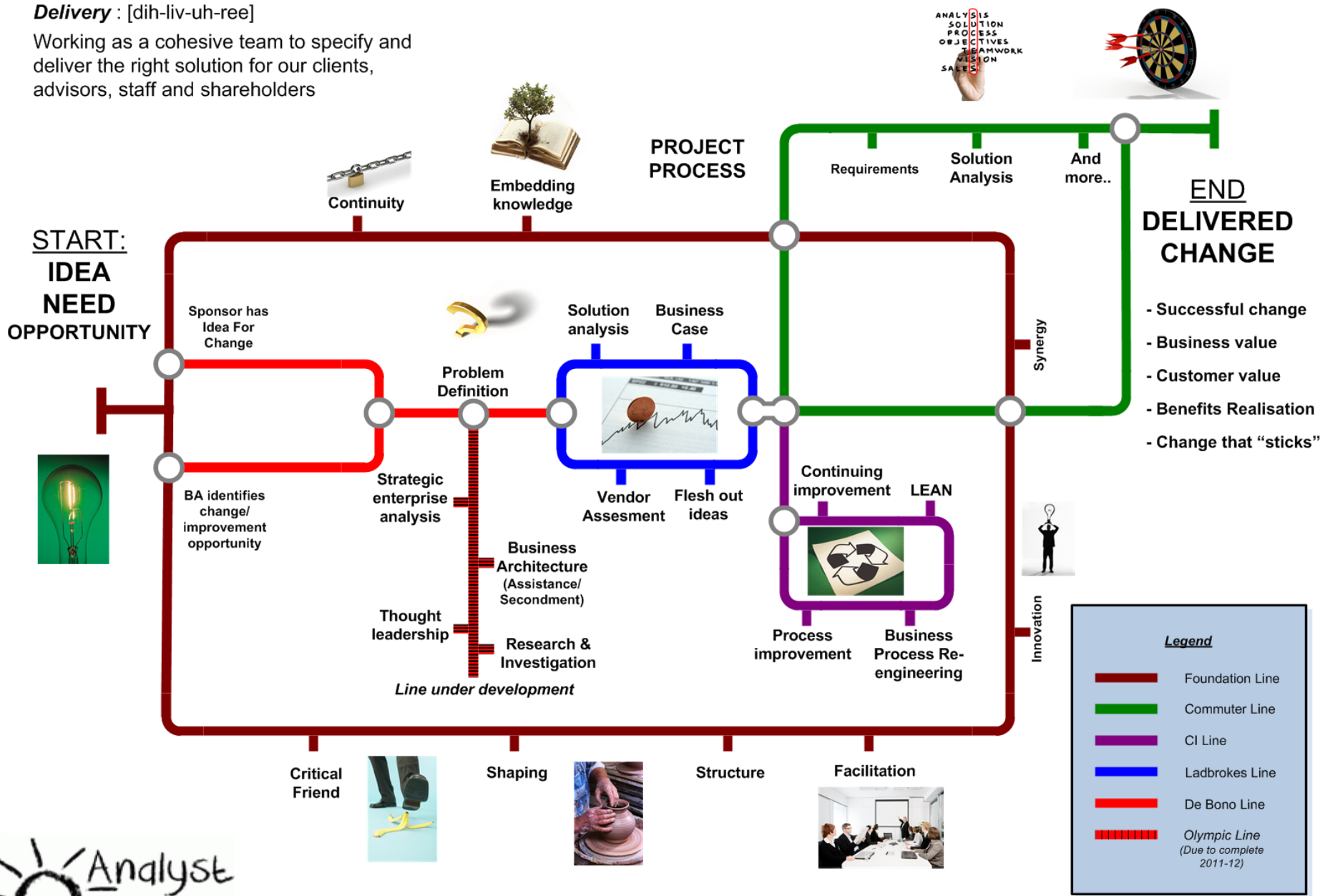
Working as a cohesive team to specify and deliver the right solution for our clients, advisors, staff and shareholders



Analyst
2012
Days

Delivery : [dih-liv-uh-ree]

Working as a cohesive team to specify and deliver the right solution for our clients, advisors, staff and shareholders



The challenge....



Working in partnership with you.....

From idea



To delivery

Concept

Facilitating idea generation.

Helping you to identify solution options & prioritise.



Goals & Objectives
Problem/Opportunity statement
Critical Success Factors
High level options

Feasibility

Helping you firm up your ideas

Analysing your high level requirements

Understanding the financial benefits

Explore possible options



Feasibility report
High level requirements
Solution analysis

Detailed definition

Helping you to define exactly what you need.

Eliciting, analysing and validating your requirements



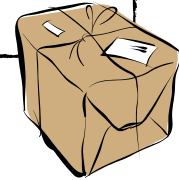
Detailed requirements



DELIVERY

Supporting your project until it is delivered.

Helping you ensure your benefits are realised.



From scepticism to advocacy

- Understanding the stakeholder landscape
- Deliver something of value, quickly! Build compelling stories and shout about it.
- Work on projects *up front*
- Show them it's easier *with* a BA than *without*
- *Nibble away*



Where are we now?

- Still on the journey....
- But they *ask* for BAs
- Some see BA = IT
- We have access to senior stakeholders



“I see you as valued part of the business now”

Summary

- Awareness
- Top down & bottom up
- Show the value – establish credibility quickly
- Stakeholder management

From scepticism to advocacy





Thanks!

Please stay in touch & let me know your thoughts

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