

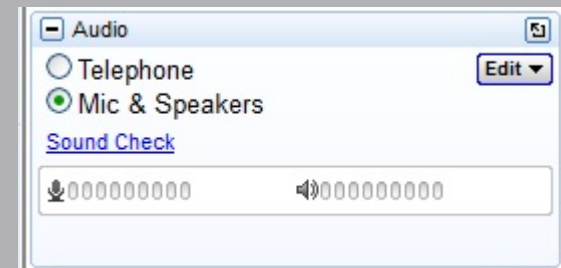
Welcome to the webinar.

We will begin shortly.

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FOR DEMONSTRATION PURPOSES





Task Driven to Value Driven Business Analysis

Hosted by: Marlaina Lombardi, IIBA

Presented by: Tim Coventry, CEO, Business Analysts Pty Ltd.

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- IIBA Core Purpose





Task Driven to Value Driven
Business Analysis

Overview

- What is task driven vs value driven business analysis?
- How do you move from task driven to value driven business analysis?
- How much is “just enough business analysis”?

What is Business Analysis?

- Business analysts use proven methods to improve business performance. Clear, lean and correct analysis provides the foundation for business leaders to drive innovation, business agility, cost reduction, cyber security and risk control. Good business analysis allows you to deliver better products & services to your customers, often leveraging digital technology
- Business analysts elicit, analyse, specify, and manage business needs, value & requirements

The Counter-Factual

- The product lifecycle is getting longer not shorter – In 1980's Honda was introducing 6 new motorcycle models a month. The Apple Macbook has had 4 models in the last 5 years (all minor tweaks).
- Employment tenure is increasing – Ten years ago it averaged 5 years, now 5.5 years for over 24 year olds
- The time it takes to get a new proven technology into common usage – 17 years in health!
- Statistics show the world is becoming safer not more dangerous



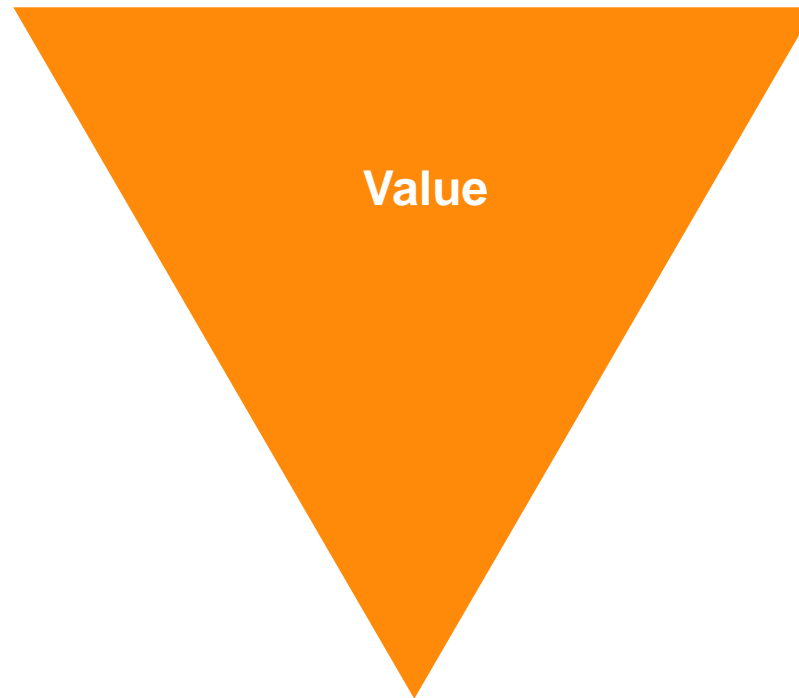
What is Task Driven Business Analysis?

Task-oriented

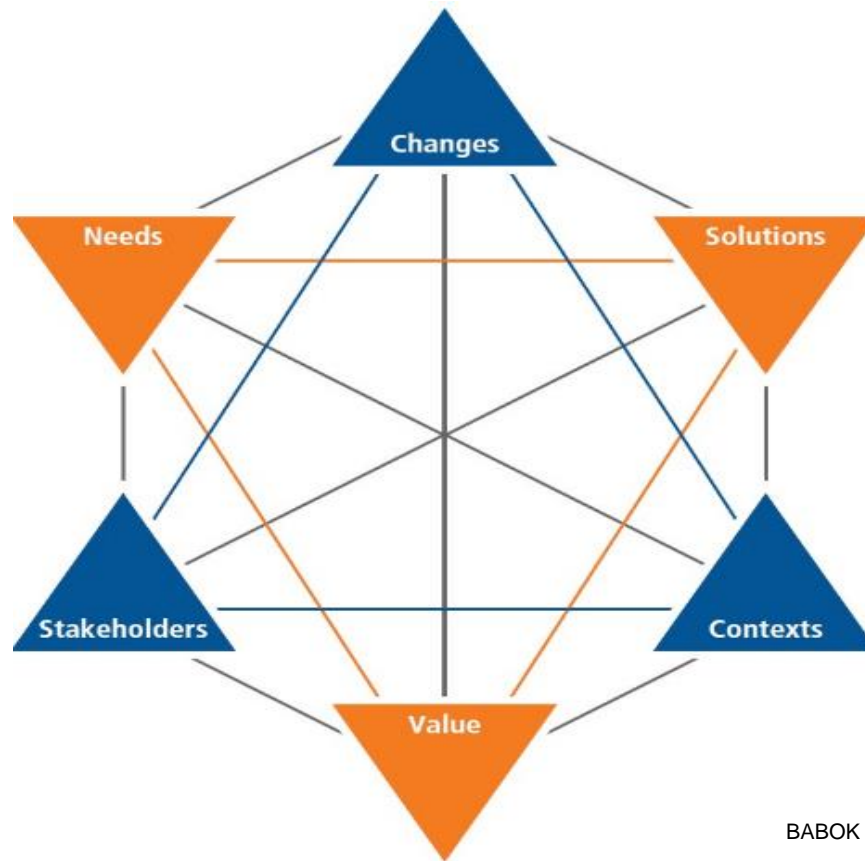
- Focusing on the completion of particular tasks as a measure of success

<http://www.dictionary.com/>

What is Value Driven Business Analysis?

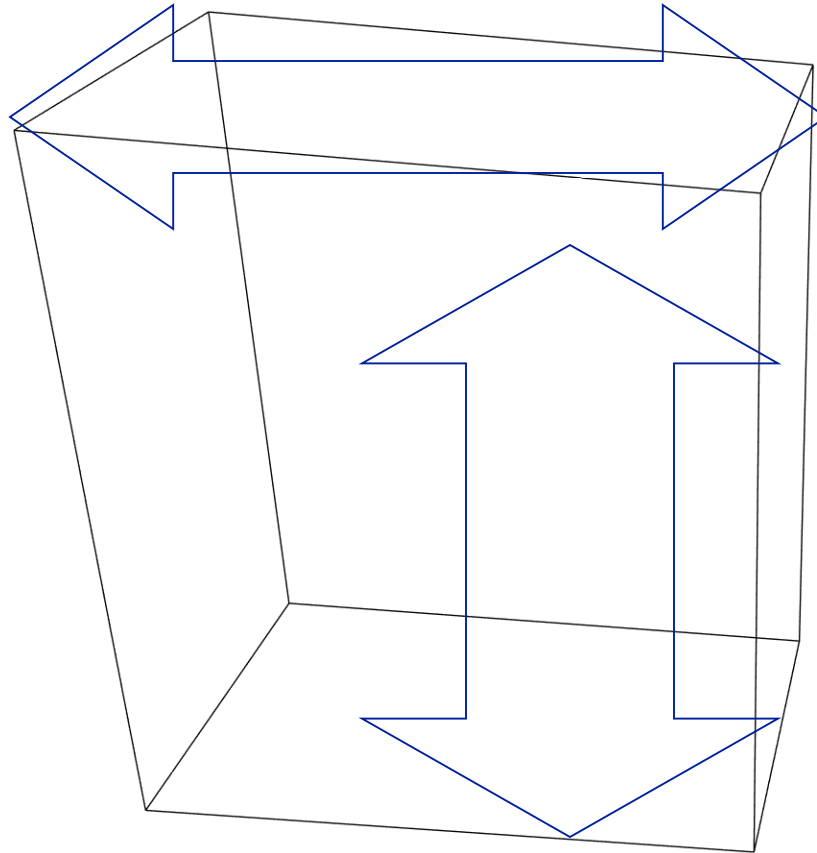


Core Concept Model

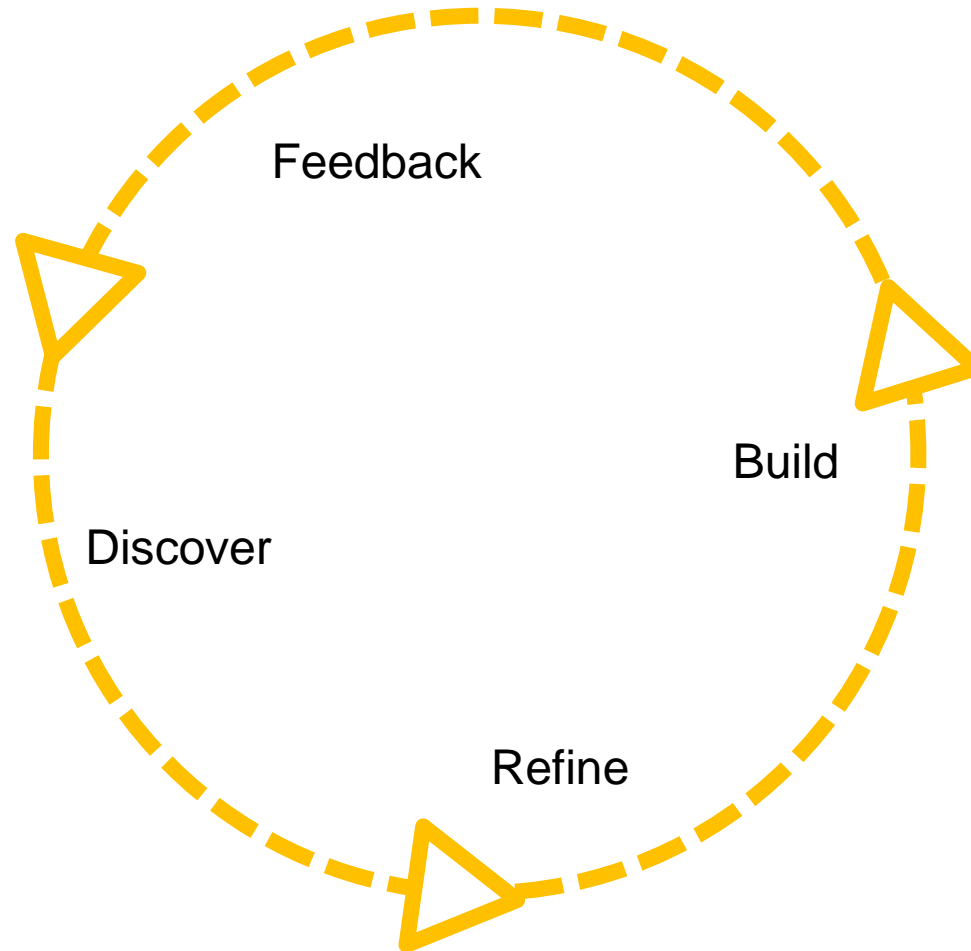


BABOK Version 3

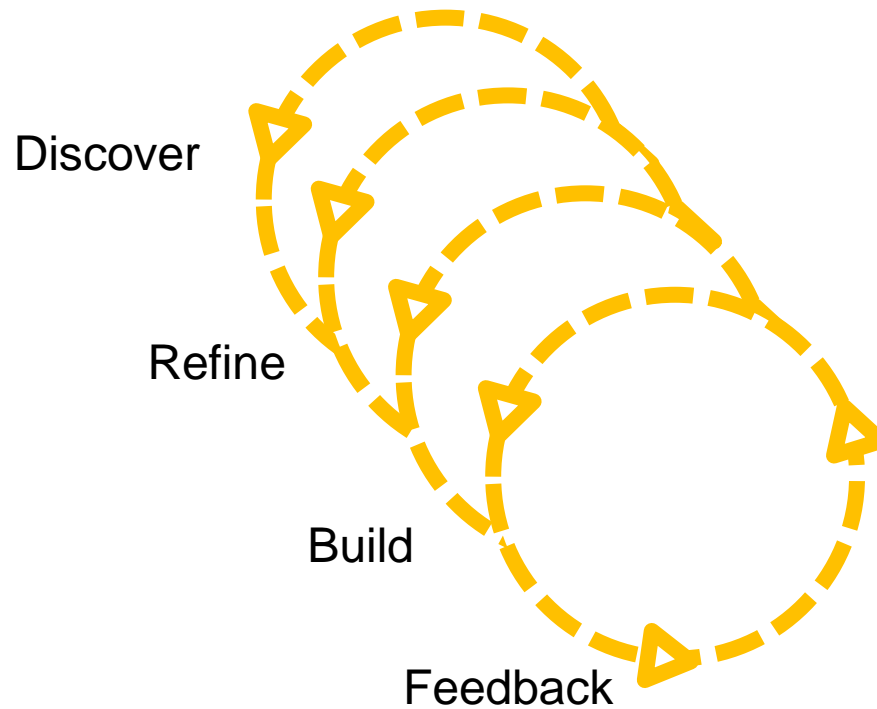
Scope: Breadth vs Depth



Discovery while Building

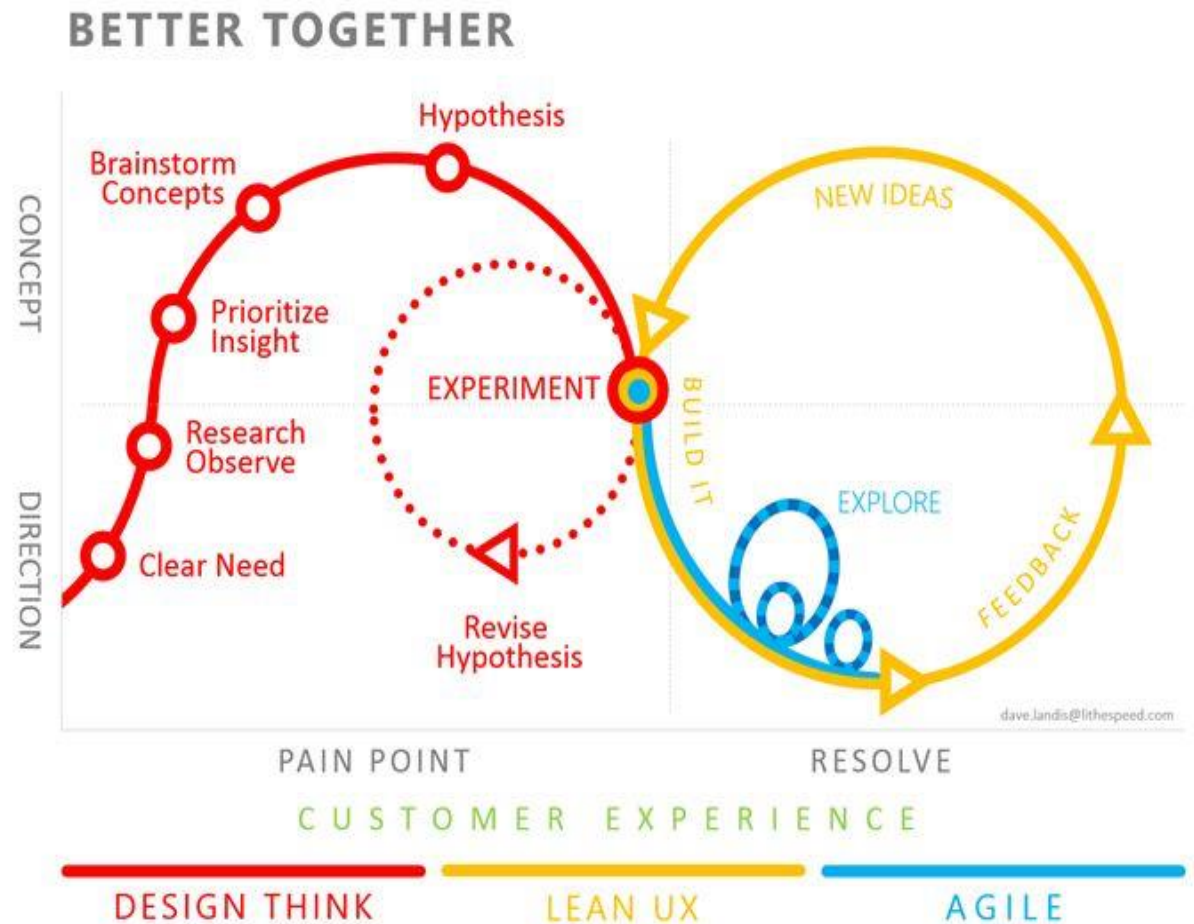


Discovery while Building

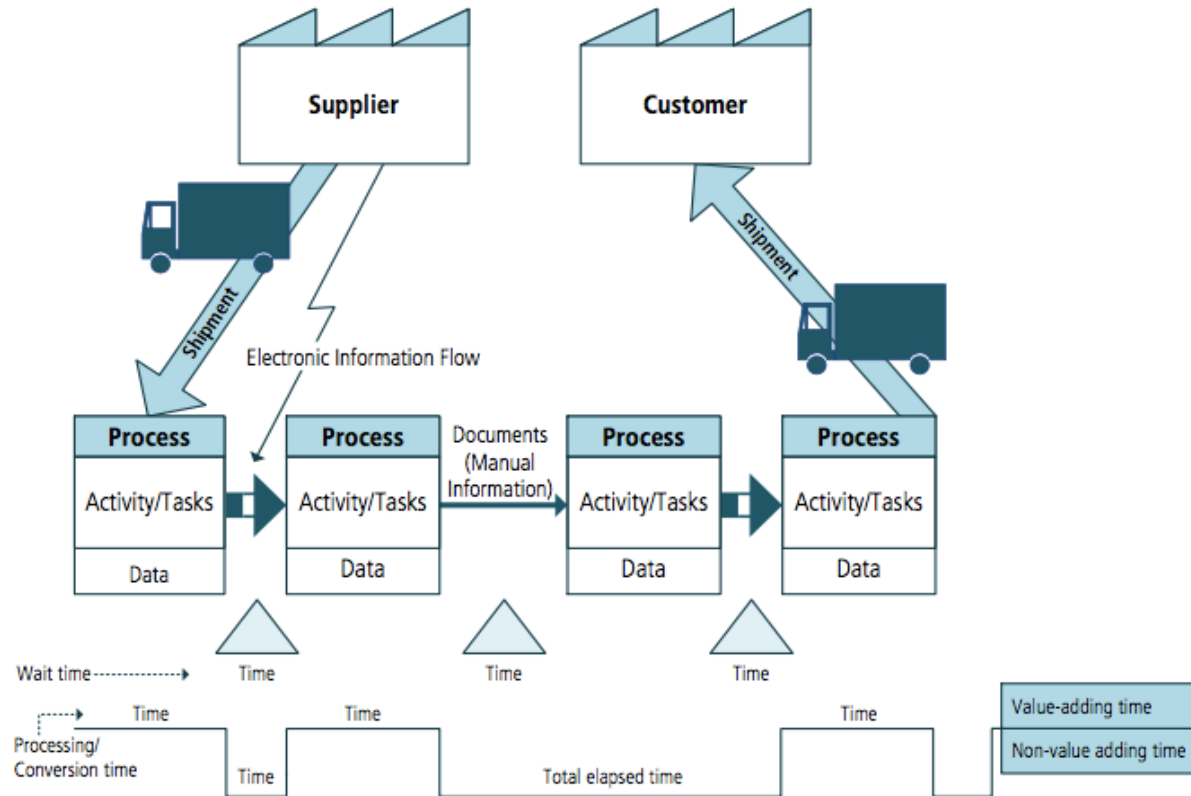


Discover > Design > Deliver > Leverage

- Understand your customers.
- Transition ideas into approaches.
- Develop and Deliver with agility.
- Build on/leverage outcomes



Value Streams – Product & Services



Value Streams at Project Level

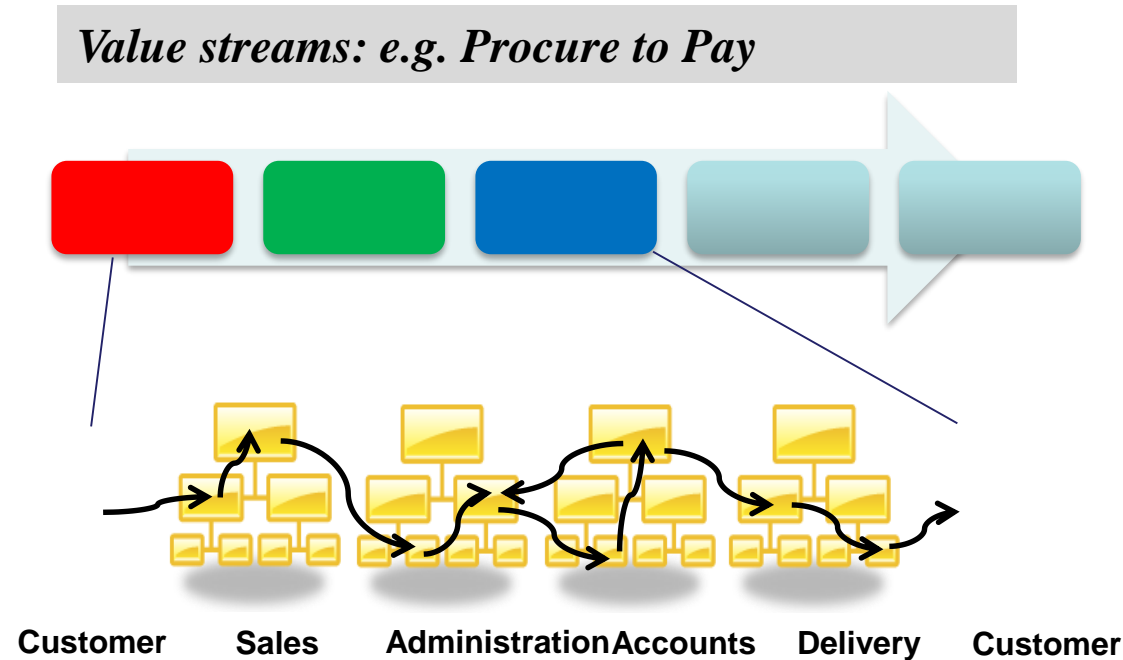
Deliver Products/Services to Customers:

- Customers may be internal or external
- Deliver value to external customers by optimising internal delivery.
- Optimise project delivery to deliver business outcomes (internally) more efficiently.
- What is your project delivery process? What is the business happy to pay for?



Value Stream to Customer Journey

- Businesses need to move beyond their functional perspectives - Silos
- Value Streams are the end to end delivery of products and services.
- The customer journey illustrates the sum of experiences when interacting with a company



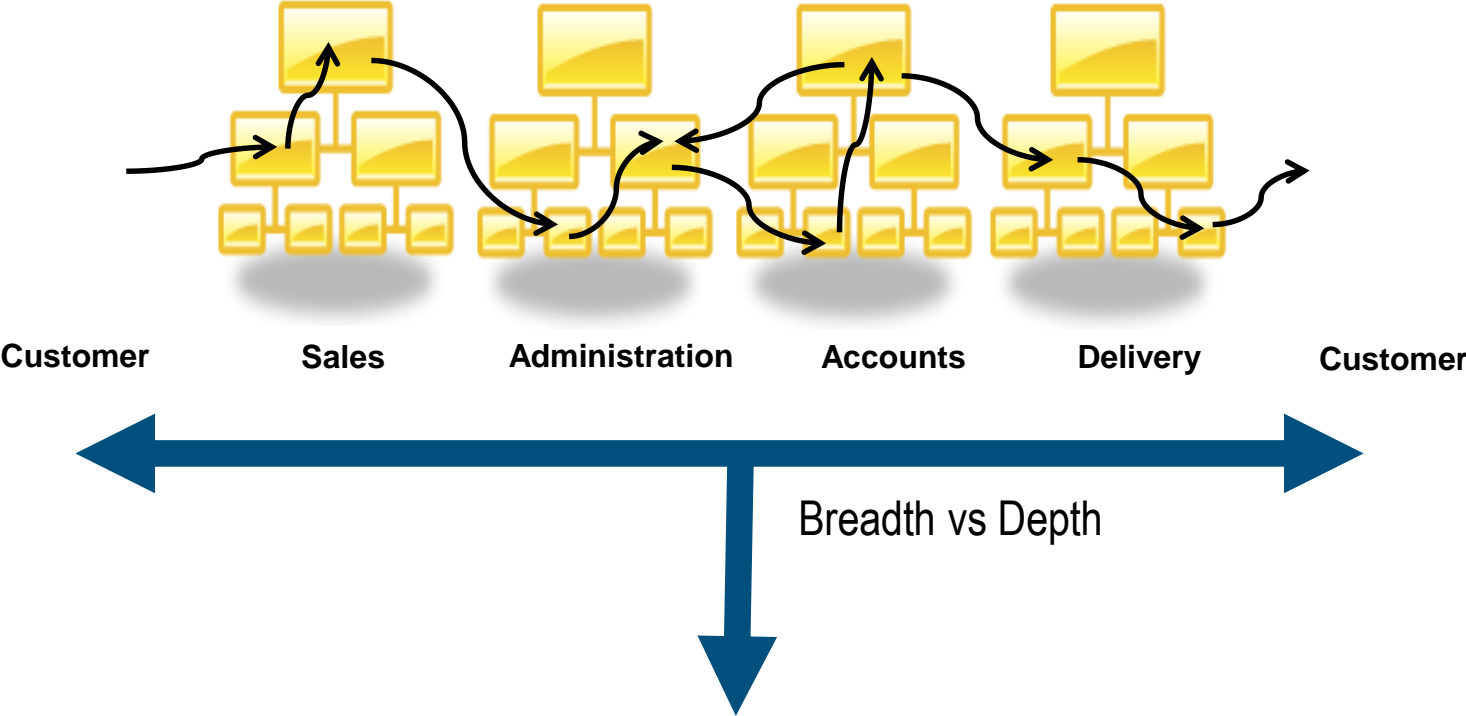
Customer Journey Map

JOURNEY MAP TEMPLATE

Gareth Jones | March 29, 2017

User/ Persona	Scenario														
<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">Transition State OR Stage 1</td> <td style="width: 25%;">Stage 2</td> <td style="width: 25%;">Stage 3</td> <td style="width: 25%;">Stage 4</td> </tr> <tr> <td> What is the User trying to do during this stage? 1. User action/Goals 2. User action/Goals </td> <td> 3. User action/Goals 4. User action/Goals 5. User action/Goals </td> <td> 6. User action/Goals </td> <td> 7. User action/Goals 8. User action/Goals 9. User action/Goals </td> </tr> <tr> <td> What is the User Thinking about? How are they feeling while performing these actions? </td> <td> User Thoughts and Feelings </td> <td> User Thoughts and Feelings </td> <td> User Thoughts and Feelings </td> </tr> </table>				Transition State OR Stage 1	Stage 2	Stage 3	Stage 4	What is the User trying to do during this stage? 1. User action/Goals 2. User action/Goals	3. User action/Goals 4. User action/Goals 5. User action/Goals	6. User action/Goals	7. User action/Goals 8. User action/Goals 9. User action/Goals	What is the User Thinking about? How are they feeling while performing these actions?	User Thoughts and Feelings	User Thoughts and Feelings	User Thoughts and Feelings
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Customer Journey



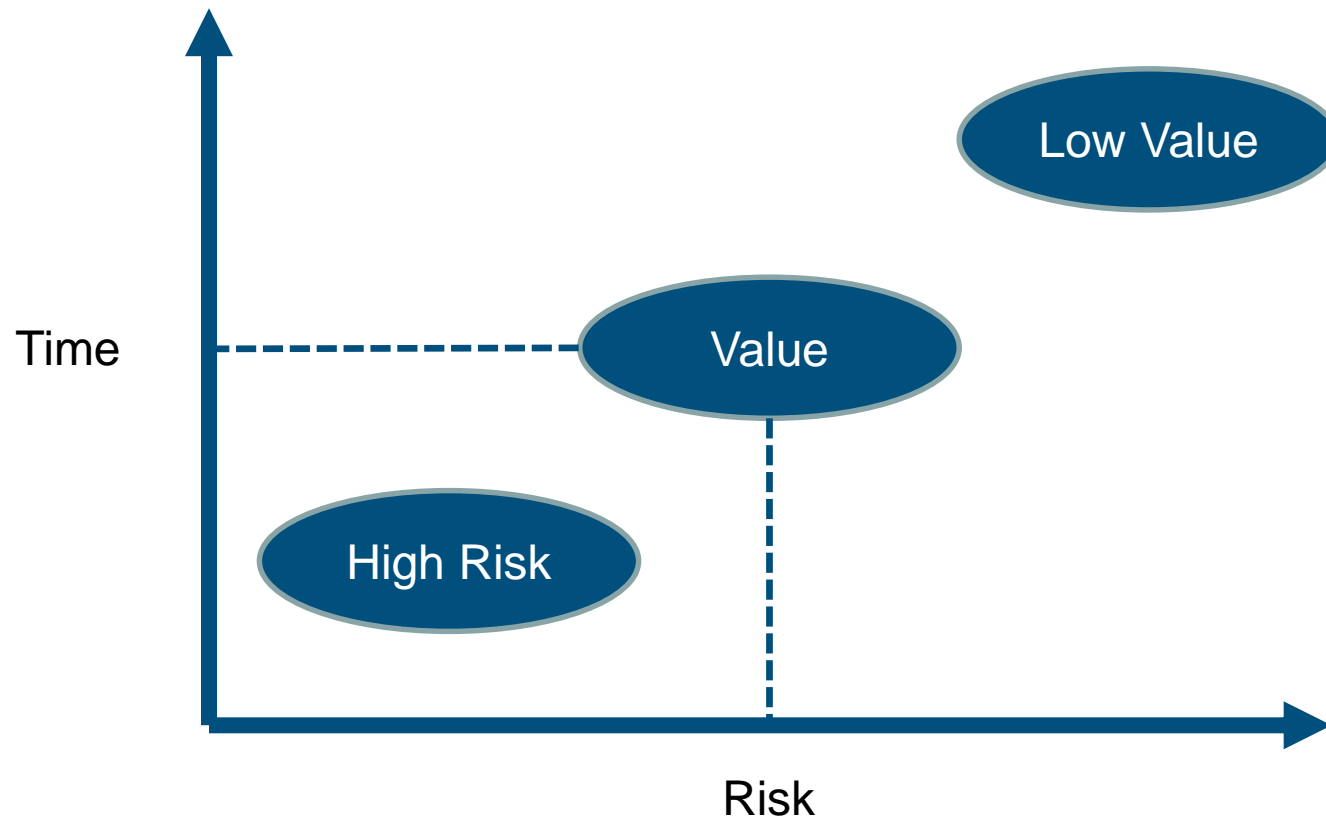
Customer Journey Map - What is it?

- A customer journey map approach still focuses on taking a business from the As-Is state to the desired or To-Be state, that enhances the customers experience.
- Tells the story of the customers experience across the value stream.
- Provides a sense of what the customer wants to achieve, and how effective the business is at enabling that desired outcome.

Maintain Focus in Delivery

- A Business Strategy is a plan to take the business forward.
- A Value Stream is the most efficient way of delivering a product or service to a customer.
- A customer journey map is the story of the customer's experience from initial contact > engagement > relationship with the companies products/services.
- A User Story is a description of a feature from a users perspective. Many projects start here.....what could go wrong??

Just Enough Business Analysis





Business Analysts
experts in business analysis

Questions

References

PMI - Business Analysis for Practitioners Practice Guide

International Institute of Business Analysis, A Guide to the Business Analysis Body of Knowledge (*BABOK*[®] Guide), Agile Extension to the BABOK Guide, Toronto

SAFe[®], Scaled Agile Framework, *SAFe 4.0 for Lean Software and Systems Engineering*

iSixSigma[®] Lean Six Sigma

Porters Value Chain

Dave Landis – Design Thinking