

BA - BOOTCAMP



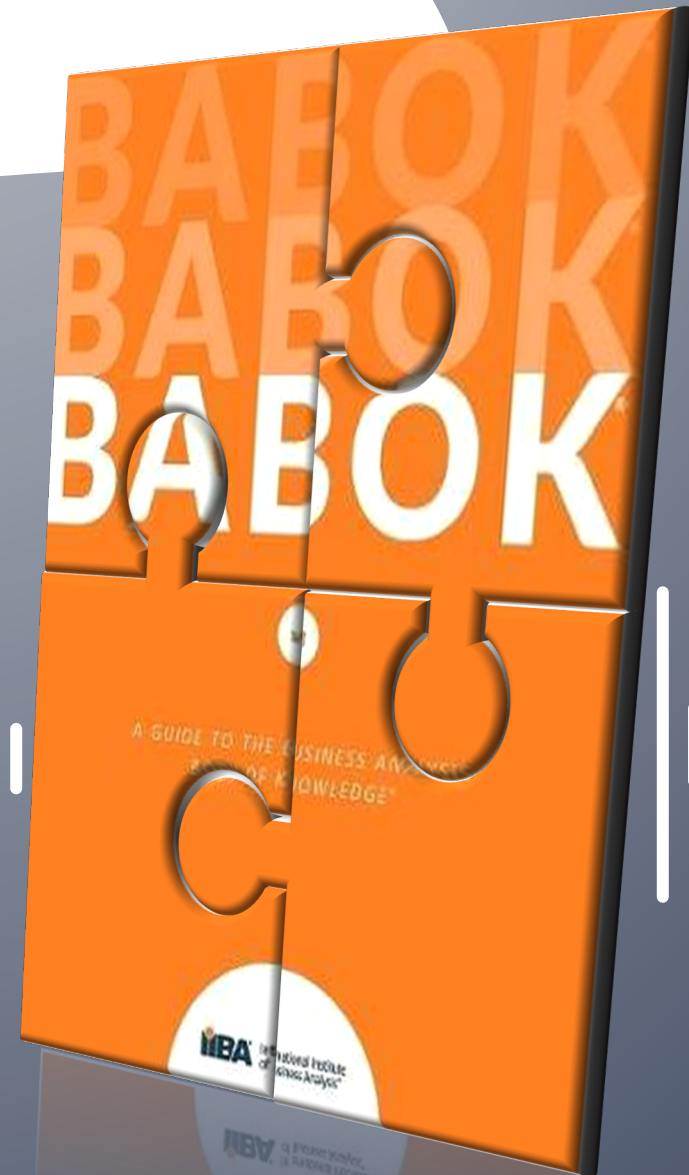
THE BABOK® UNTANGLED SERIES

EPISODE 3

STRATEGY ANALYSIS



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THE BABOK® UNTANGLED SERIES



EPISODE 01

Introduction to BABOK® and the Key Concepts

EPISODE 02

Business Analysis Perspectives

EPISODE 03

Strategy Analysis (incl Techniques)

EPISODE 04

Business Analysis Planning and Monitoring (incl Techniques)

EPISODE 05

Elicitation & Collaboration (incl Techniques)

EPISODE 06

Requirements Analysis & Design Definition ((incl Techniques)

EPISODE 07

Requirements Life Cycle Management (incl Techniques)

EPISODE 08

Solution Evaluation (incl Techniques)

EPISODE 09

Business Analysis Competencies

CONTEXT OF TODAY

BABOK®

Key Concepts



Foundation of BABOK and the conceptual framework for business analysis BACCM.

Knowledge Areas

Knowledge areas represent areas of specific business analysis expertise that encompass several tasks.

Underlying Competencies

Knowledge, skills, behaviours, characteristics, and personal qualities that help perform the role of the business analyst.

Techniques

Techniques provide additional information on ways that a task may be performed.

Perspectives



Perspectives provide focus to tasks and techniques specific to the context of the initiative

1

Business Analysis Planning & Monitoring

2

Elicitation & Collaboration

3

Requirements Life Cycle Management

4

Strategy Analysis

5

Requirements Analysis & Design Definition

6

Solution Evaluation

Task...

A task is a discrete piece of work that may be performed as part of business analysis.

Task...

Purpose

.. Why to perform

Description

.. What to perform

Inputs

.. Prerequisites

Elements

.. How to perform

Guidelines / Tools

.. Undertake action

Techniques

.. Using to perform

Stakeholders

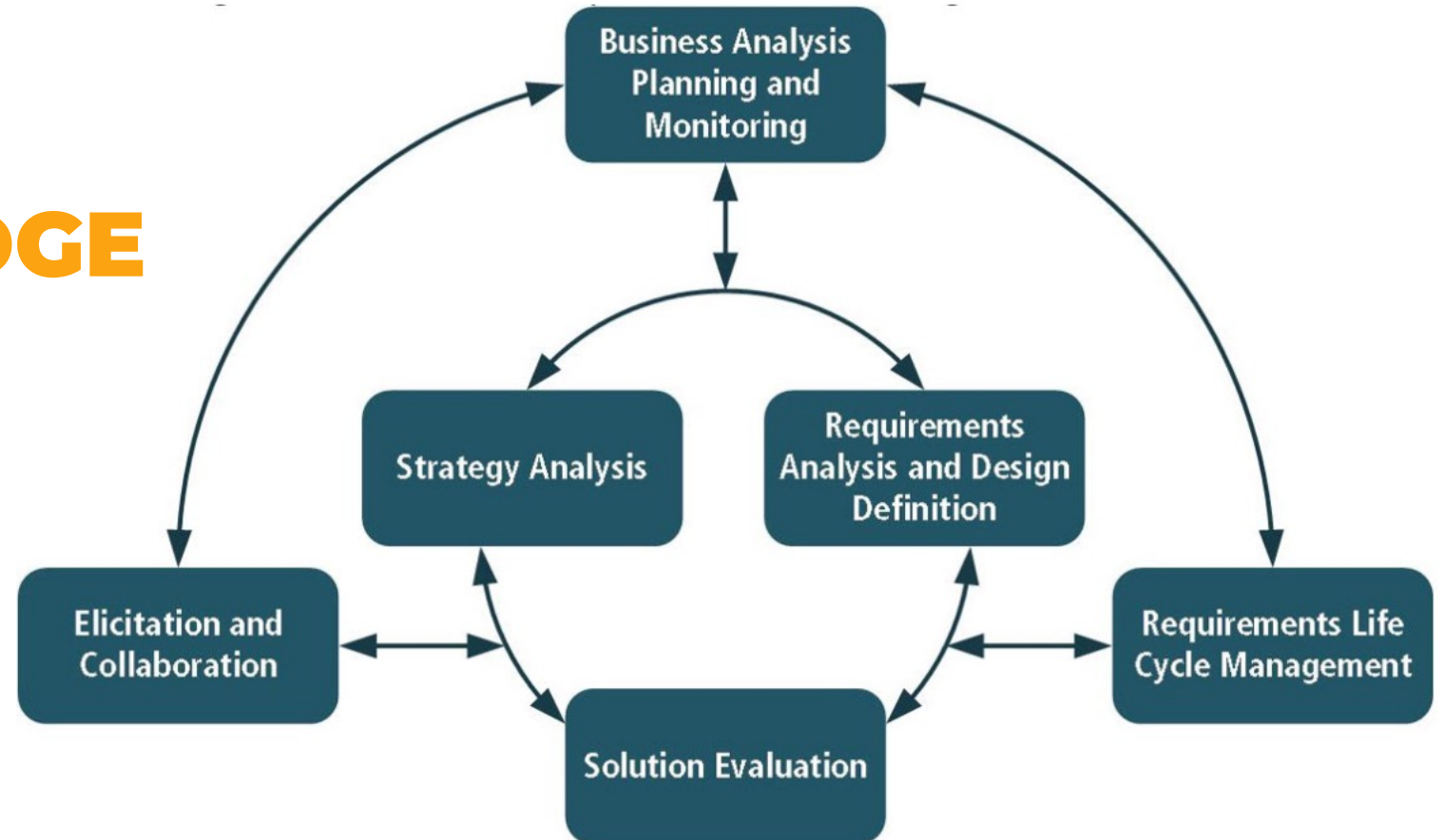
.. People involved

Outputs

.. The result

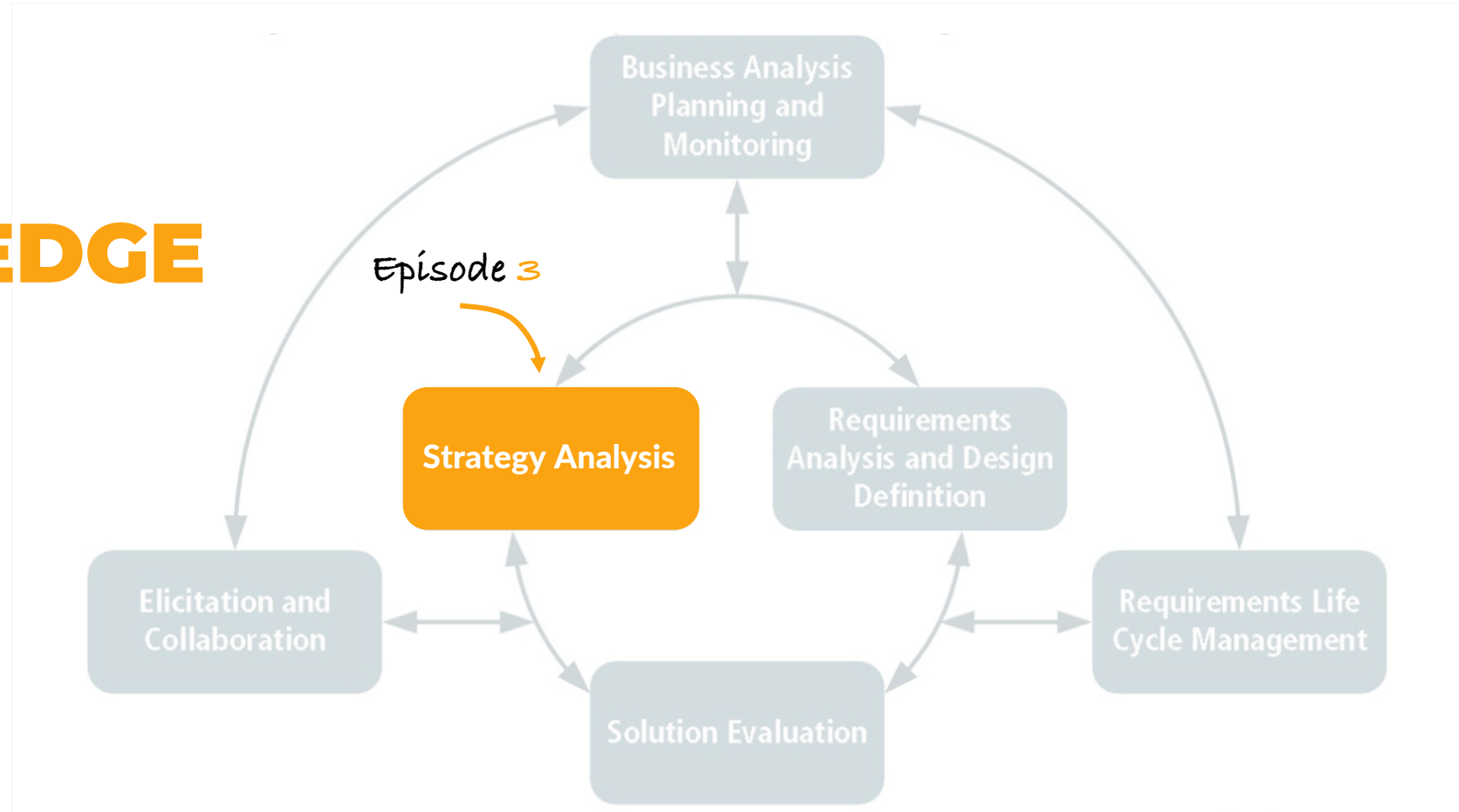


BABOK KNOWLEDGE AREAS





BABOK KNOWLEDGE AREAS

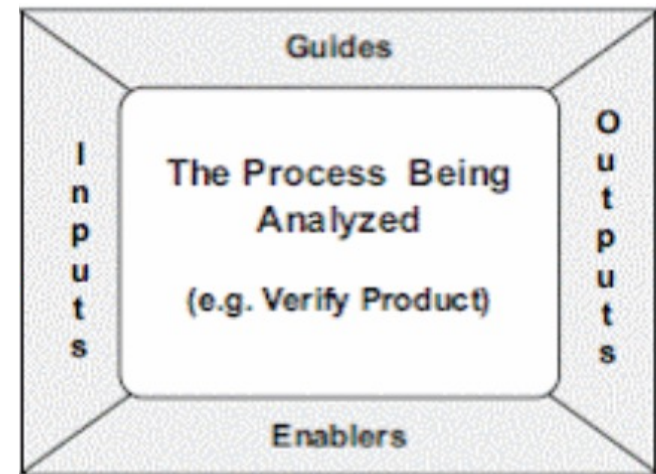




STRATEGY ANALYSIS TASKS

- 6.1 Analyze Current State
- 6.2 Define Future State
- 6.3 Assess Risks
- 6.4 Define Change Strategy

IGOE





STRATEGY ANALYSIS

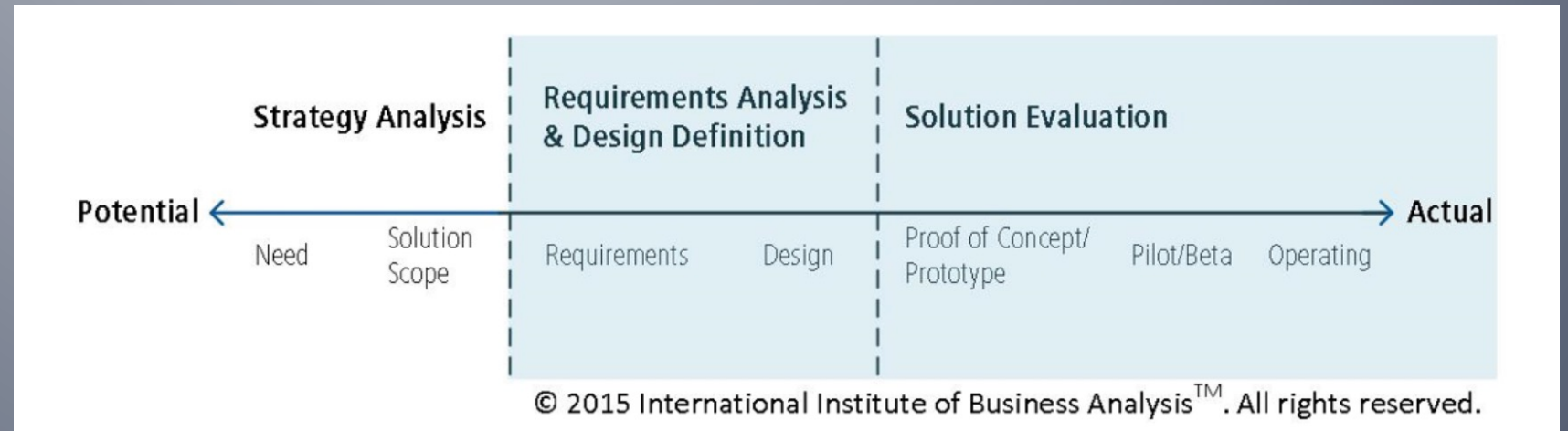
Strategy defines the most effective way to apply the capabilities of an enterprise in order to reach a desired set of goals and objectives.

- What are we going to do?
- How are we going to achieve this?
- Assign Resources, Time, Budget

Provides Direction, Focus and Structure

- Improve our customer satisfaction
- Increase our cross-sell revenue
- Enter a new market

BUSINESS ANALYSIS VALUE SPECTRUM



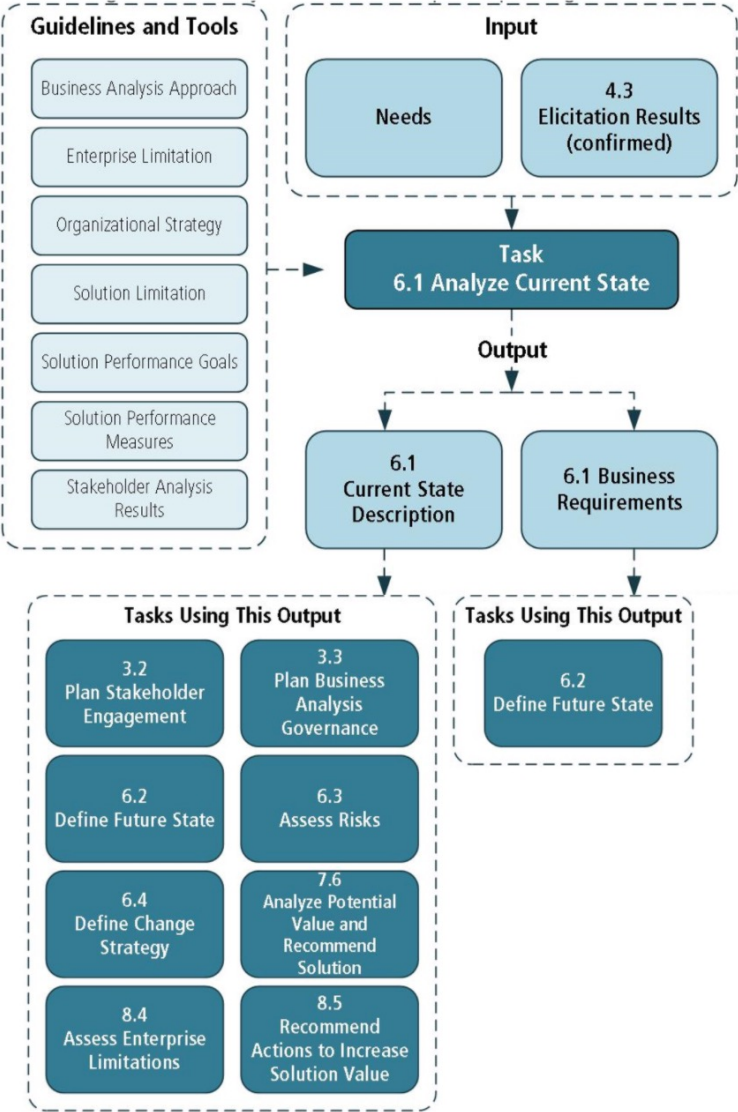
BENEFITS STRATEGY ANALYSIS

- Providing context to requirements analysis and design definition for a given change.
- Allows stakeholders to make the determination of whether to address that need or not.
- Strategy analysis is an ongoing activity that assesses any change

6.1

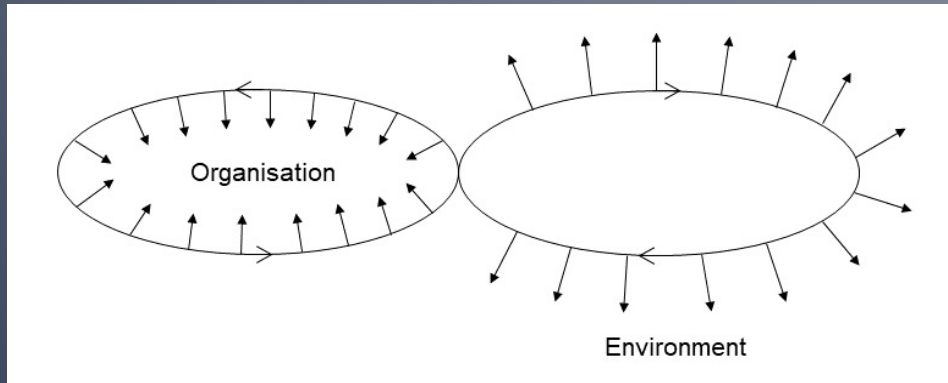
ANALYZE
CURRENT
STATE

Understand the reasons why an enterprise needs to change some aspect of how it operates and what would be directly or indirectly affected by the change.



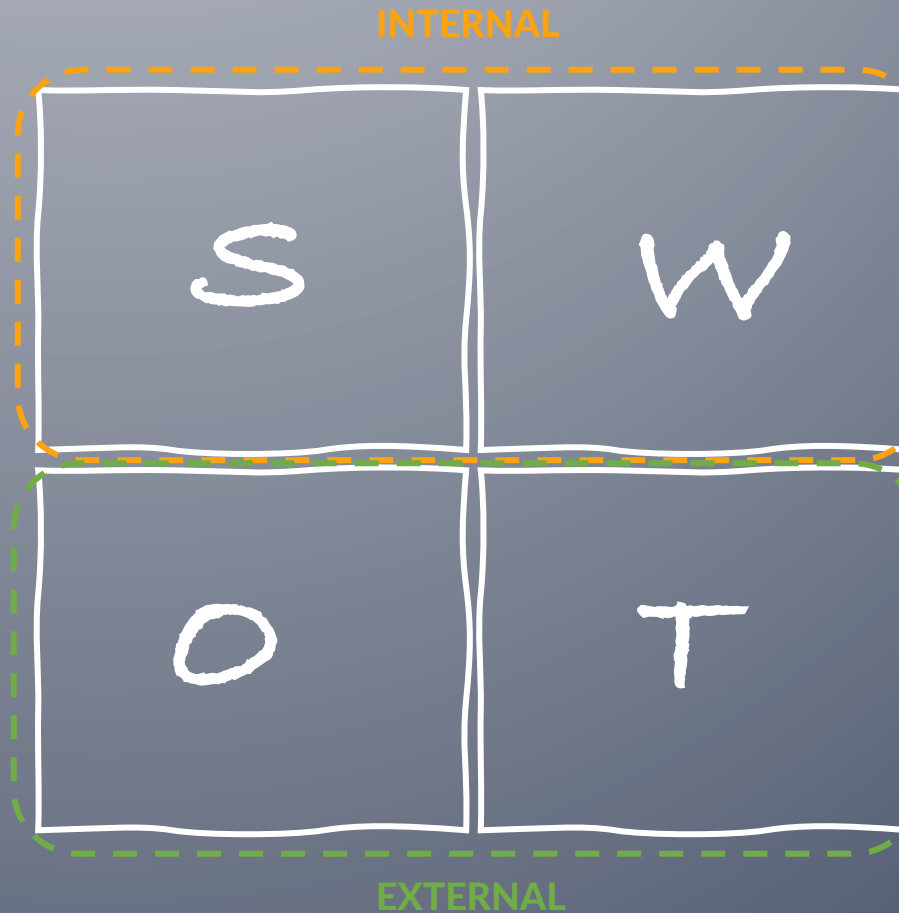
1. Business Needs
2. Organisational Structure & Culture
3. Capabilities & Processes
4. Technology & Infrastructure
5. Policies
6. Business Architecture
7. Internal Assets
8. External Influencers

SWOT ANALYSIS



What do you do well?

What are your goals?



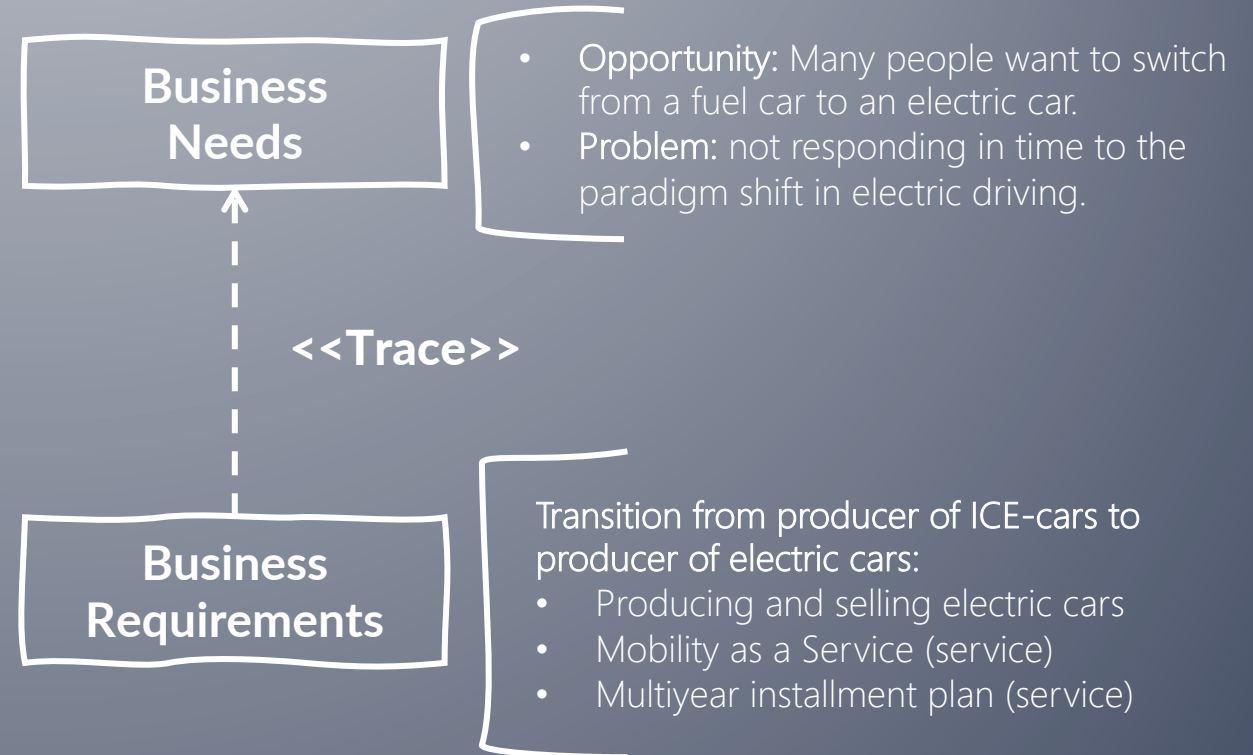
Where do you need to improve?

What obstacles do you face?

CASE WITH BCL



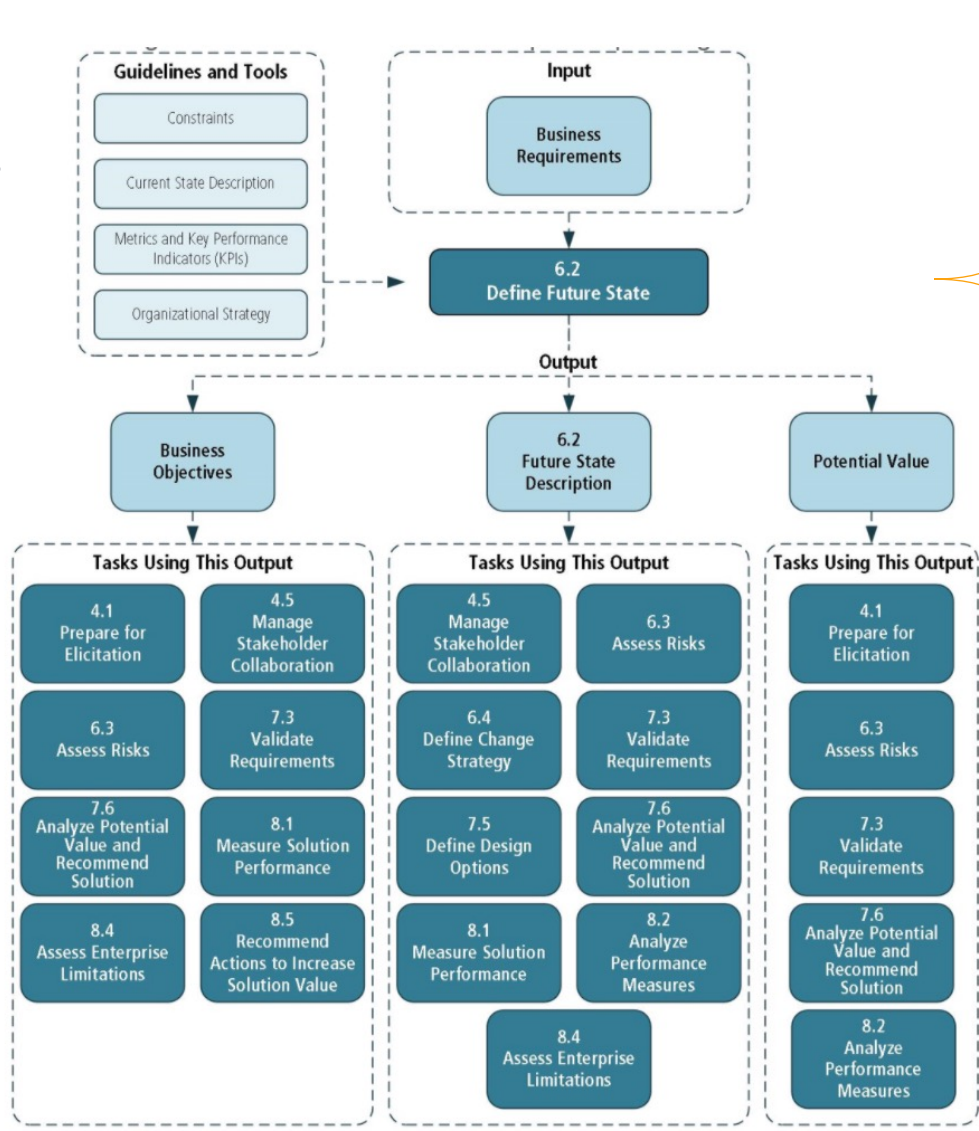
BUSINESS NEEDS & BUSINESS REQUIREMENTS



6.2

DEFINE FUTURE STATE

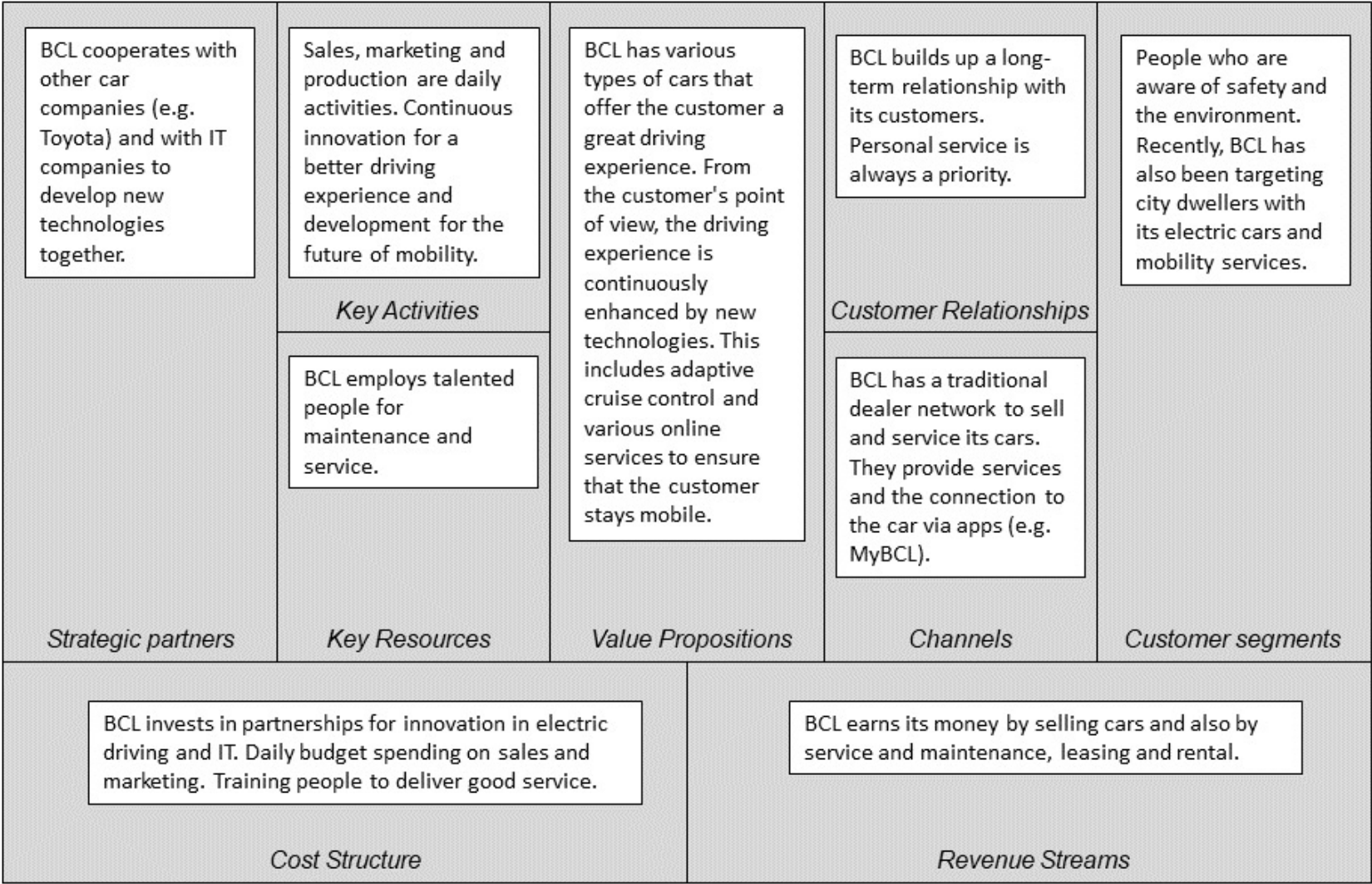
To determine the set of necessary conditions to meet the business need.



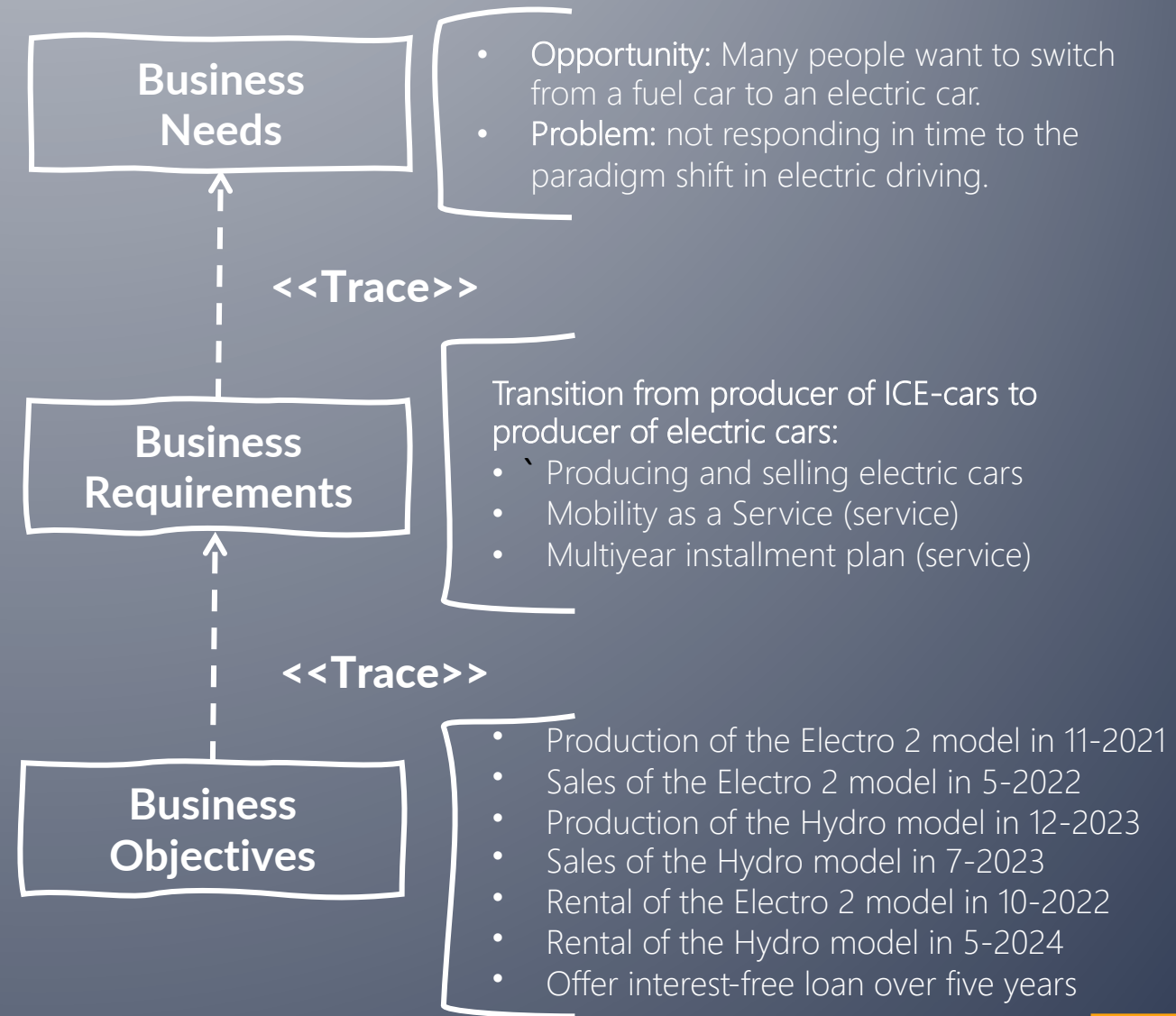
1. Business Goals and Objectives
2. Scope of Solution Space
3. Constraints
4. Organisational Structure & Culture
5. Capabilities & Processes
6. Technology & Infrastructure
7. Policies
8. Business Architecture
9. Internal Assets
10. Identify Assumptions
11. Potential Value

BUSINESS MODEL CANVAS

Provides an understanding of the value proposition that the enterprise satisfies for its customers, the critical factors in delivering that value, and the resulting cost and revenue streams.



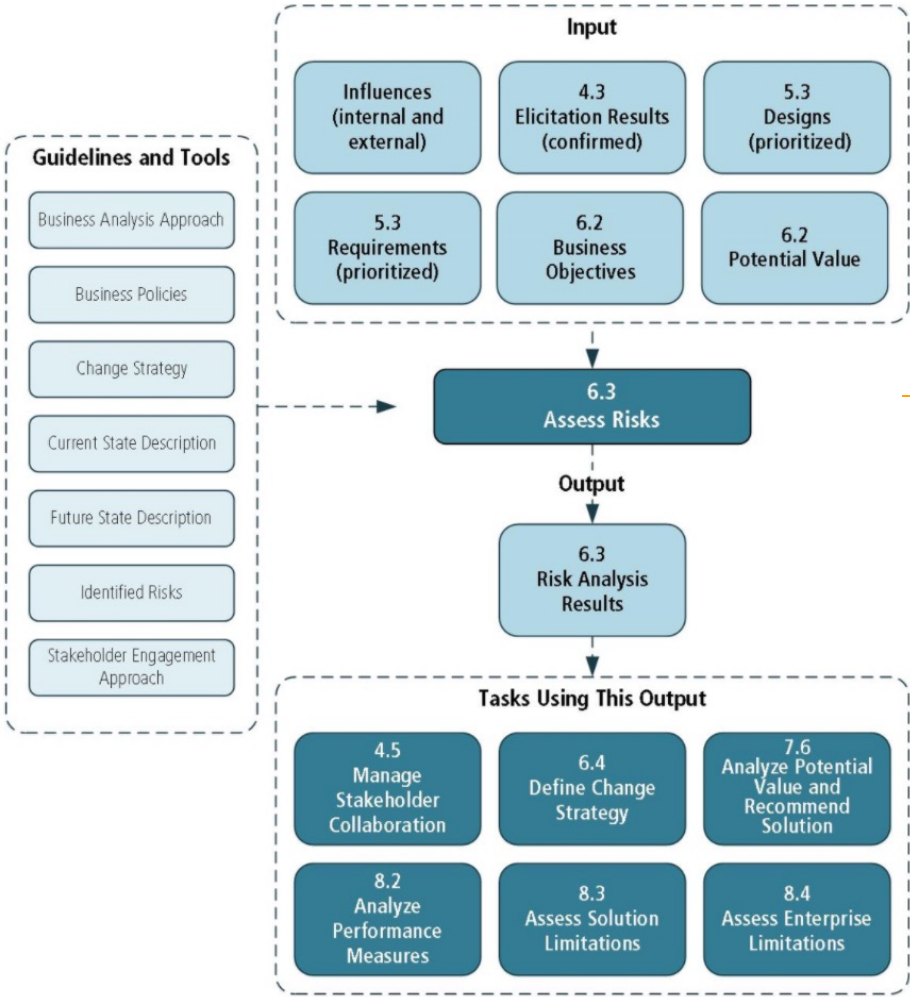
BUSINESS NEEDS & BUSINESS REQUIREMENTS & BUSINESS OBJECTIVES



6.3

ASSESS RISKS

Understand the undesirable consequences of internal and external forces on the enterprise during a transition to, or once in, the future state.



- 1. Unknowns
- 2. Constraints, Assumptions & Dependencies
- 3. Negative Impact to Value
- 4. Risk Tolerance
- 5. Recommendation

RISK ANALYSIS BCL

- People still prefer traditional fuel opposite of electric driving due to the short distances
- Major fuel brands all move to “fast charge” stations, therefore a risk to loose from the bigger competition.
- Risk of Fire hazards while using fast charge stations
- There are still too few charging stations to convince the larger crowd to move to electric driving.
- Also looking at European cross border travel, some countries have limited charging networks.

RISK

ANALYSIS

BCL

1. Risk Identification

2. Risk Calculation

	Probability	Impact	Probability * Impact
RISK A	30 %	4	1,2
RISK B	10 %	8	0,8
RISK C	40 %	2	0,8
RISK D	80 %	1	0,8

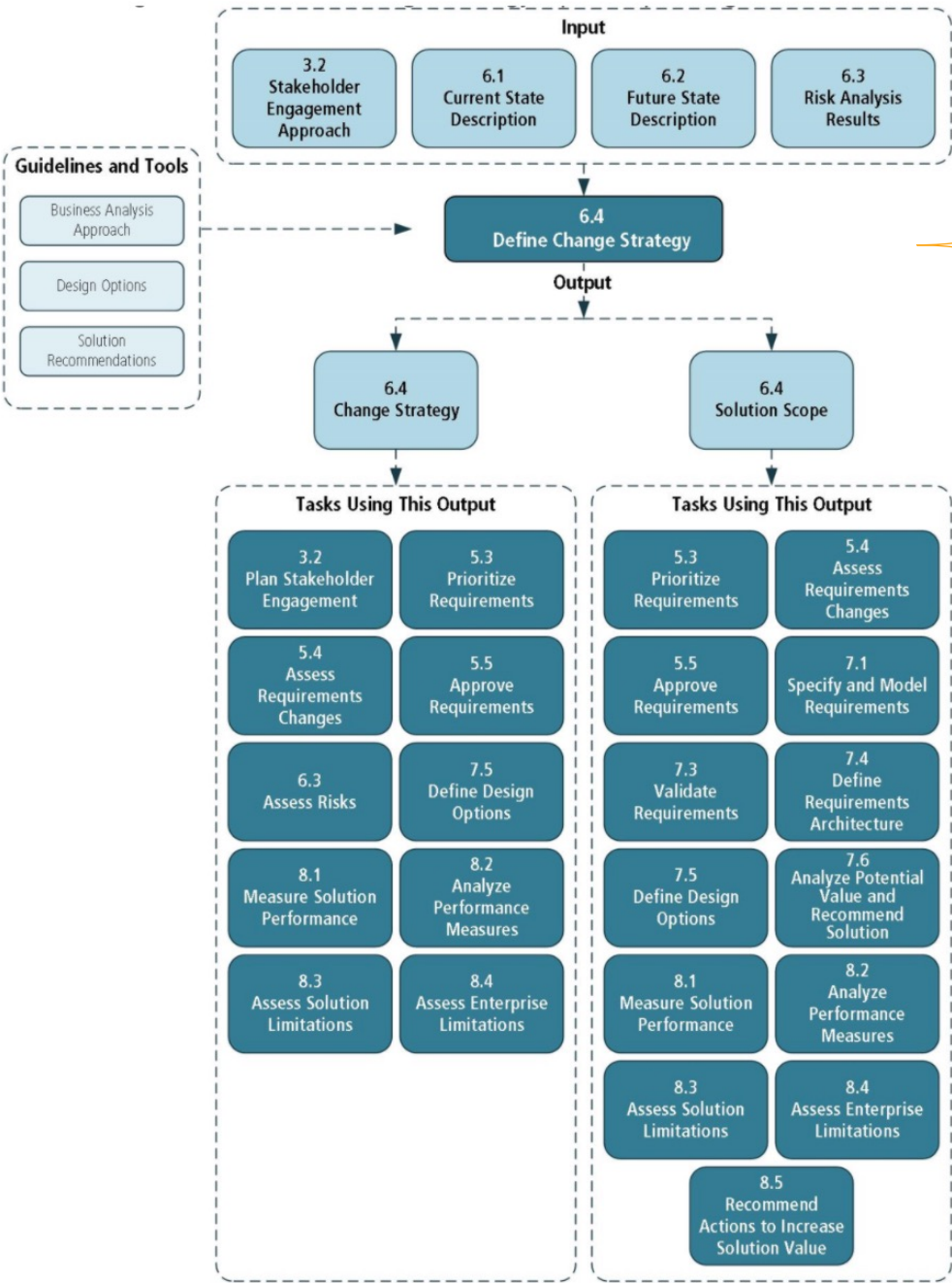
3. Counter Measures

- Avoidance: Lower Probability
- Mitigation: Lower Impact
- Transference: Divert negative (financial) impact
- Acceptance: Accept consequences

6.4

DEFINE CHANGE STRATEGY

Develop and assess alternative approaches to the change, and then select the recommended approach.



1. Solution Scope
2. Gap Analysis
3. Enterprise Readiness Assessment
4. Change Strategy
5. Transition States & Release Planning

GAP ANALYSIS



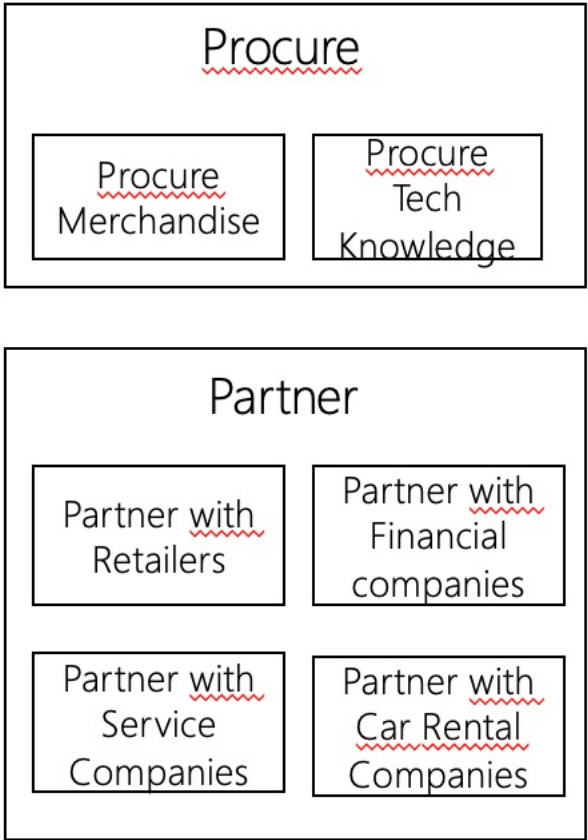
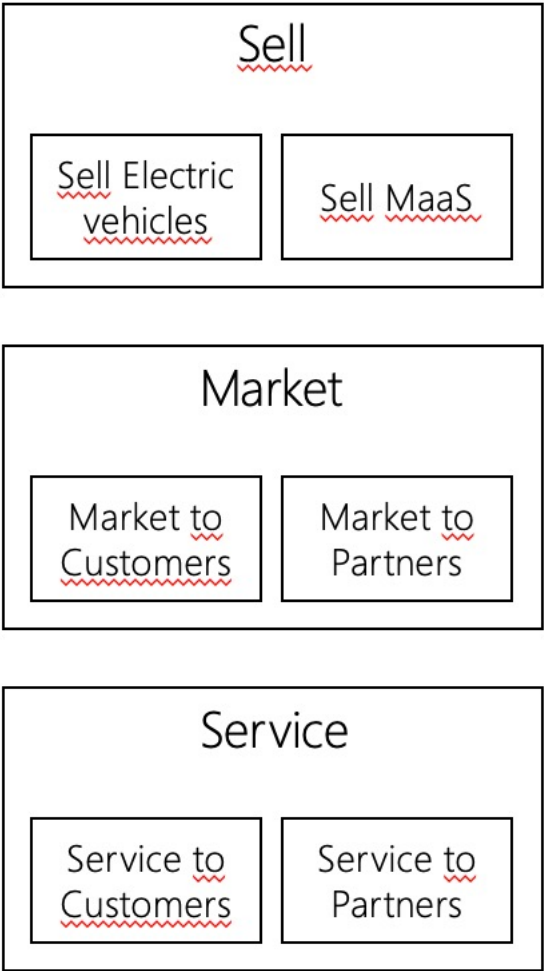
CURRENT STATE
(IST / As-Is)



FUTURE STATE
(SOLL / To-Be)

BUSINESS CAPABILITY ANALYSIS

Used to prioritize
capability gaps in relation
to value and risk.



STRATEGY ANALYSIS BCL



TASK 6.4
Change Strategy

TASK 6.1
Current State

Business Needs

- Solution Option 1
- Solution Option 2
- Solution Option 3

TASK 6.3
Risks

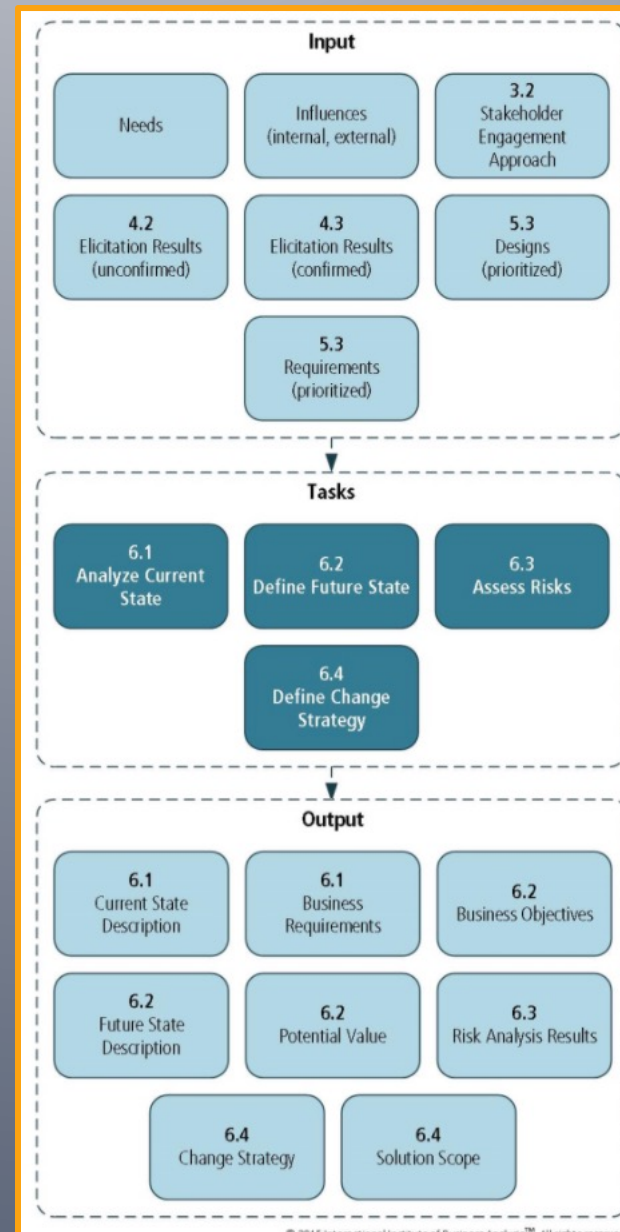
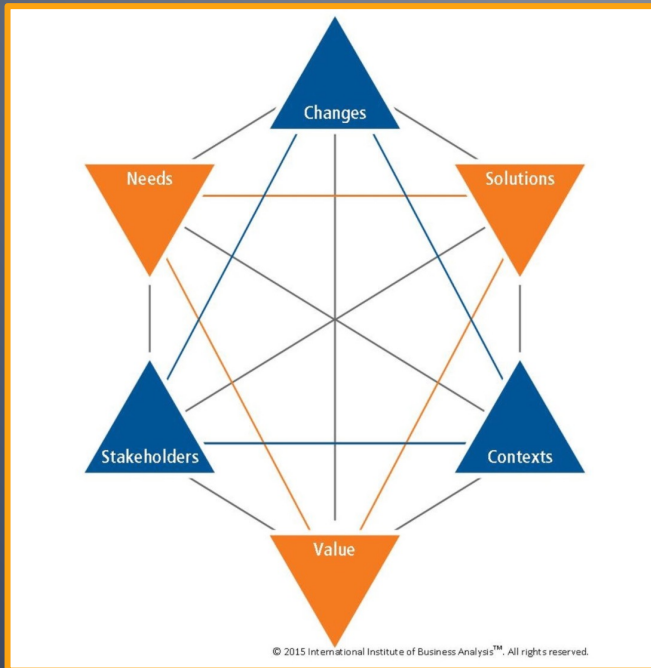
- Risk 1
- Risk 2
- Risk 3

TASK 6.2
Future State

Solution:
Outcome of a
change →
Satisfaction of the
Business Need(s)

SUMMARY SESSION

3



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**THANK YOU FOR
YOUR ENGAGEMENT**



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UP NEXT...

THE BABOK®

UNTANGLED

SERIES

EPISODE 4

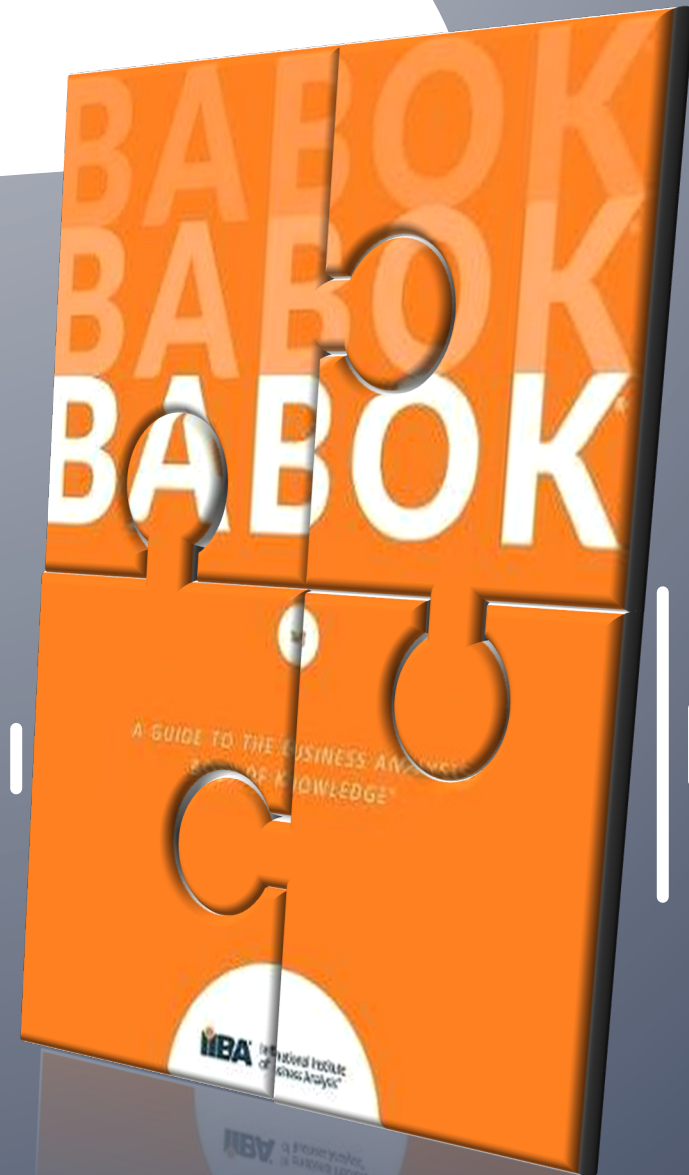
**BUSINESS ANALYSIS
PLANNING & MONITORING**

SUMMER HOLIDAYS →

Back in September – Stay tuned



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