

# **BA** BOOTCAMP

**WELCOME TO OUR FIRST EPISODE**

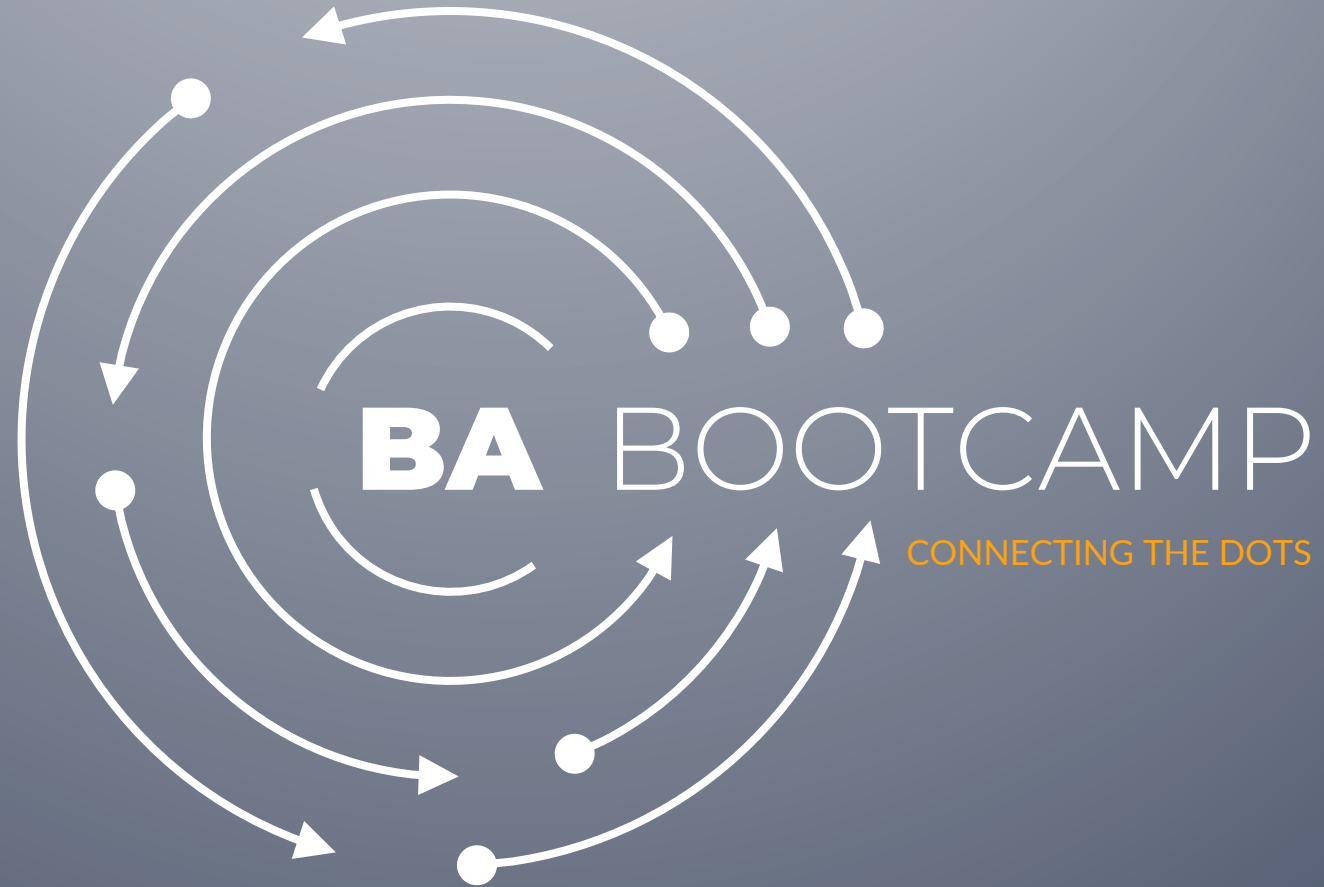
About BA Bootcamp and  
our view on Business Analysis



**LIVE**

**WEBINAR**







We motivate you to unleash your inner business analyst and enable you to put your business analysis skills into practice

**Everyone is a business analyst!**

**BA** BOOTCAMP



# YOUR HOSTS



## Luuk Vermaas

Salesforce Consultant and Strategic Business Analyst  
Focussed on Digital Transformation and BPM  
Founder of Beginnersgeest – Training & Coaching

@LuukVermaas / @Beginnersgeest



## Gert Zweedijk

Author, Expert in Business analysis, Founder of  
Olympic Training & Advies, Senior Analyst, Scrum  
Master & Agile Coach at Ministry of Justice

@OlympicTraining







# RULES OF ENGAGEMENT

- ➔ Don't be afraid to unmute. Feel free to ask questions.
- We like interaction with people (not avatars) please turn on your camera if possible





# **CHANGE IS A CONSTANT**

Photo by [Mathew Schwartz](#) on [Unsplash](#)

**BA** BOOTCAMP



**CHANGE IS** TIME HAS BECOME  
**A CONSTANT** THE VARIABLE









# **DISRUPTION IS AROUND THE CORNER** **CHANGE ISN'T OPTIONAL...**





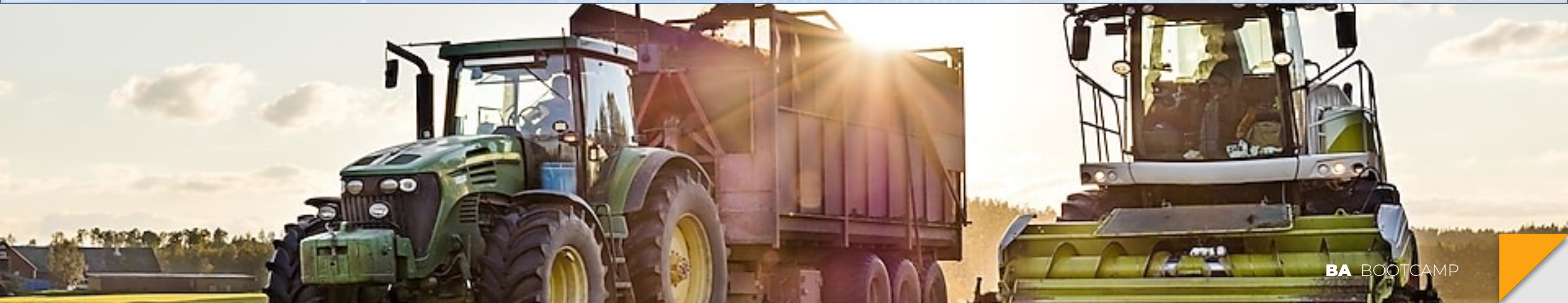
**DISRUPTION IS AROUND THE CORNER**  
**CHANGE ISN'T OPTIONAL...**





A collage of modern vehicles, including several Tesla cars (Model S and Model X) in white and red, parked in front of a large industrial facility with multiple cranes, likely a port or manufacturing plant.

**DISRUPTION IS AROUND THE CORNER**  
**CHANGE ISN'T OPTIONAL...**









Organizations need **critical people** who  
want to improve on a **continuous basis**



## Business Analysis

'Business analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders.' Def: BABOK Guide

'Business Analyse is de lijm die succesvolle organisaties bij elkaar houdt. Het is een aparte discipline gericht op het identificeren van zakelijke behoeften, problemen en kansen en die zich vervolgens richt op het bepalen van de juiste oplossingen. De daaruit voortvloeiende projecten en initiatieven kunnen zich richten op de ontwikkeling van systemen, procesverbetering, organisatieverandering of een combinatie van de drie. Business analyse raakt alle niveaus van een organisatie: strategisch, tactisch en operationeel'. Def: Business Analysis for Dummies

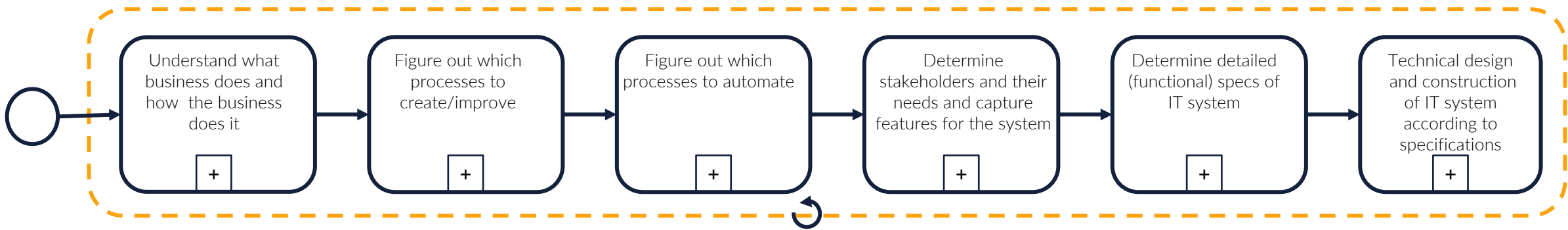
## Business Analyst

'Business analysts are responsible for discovering, synthesizing, and analyzing information from a variety of sources within an enterprise, including tools, processes, documentation, and stakeholders. The business analyst is responsible for eliciting the actual needs of stakeholders—which frequently involves investigating and clarifying their expressed desires—in order to determine underlying issues and causes.'

'Business analysts play a role in aligning the designed and delivered solutions with the needs of stakeholders. The activities that business analysts perform include:

- understanding enterprise problems and goals
- analyzing needs and solutions
- devising strategies
- driving change
- facilitating stakeholder collaboration'

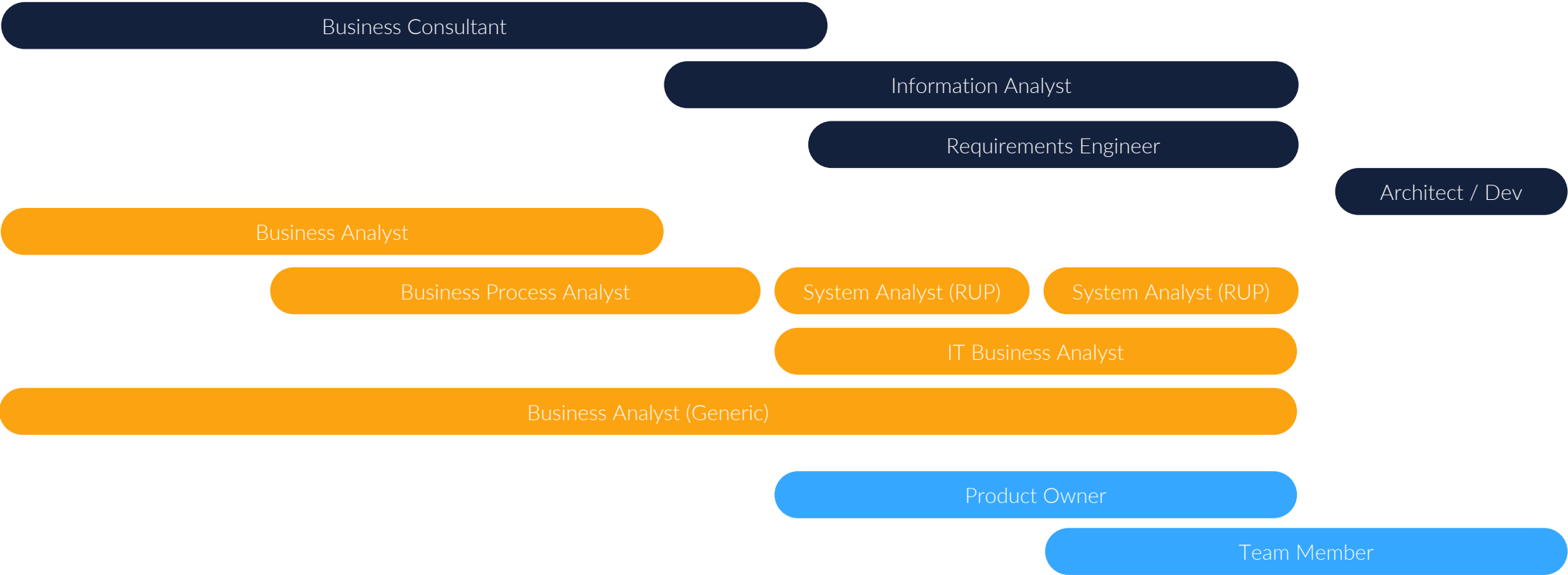




Dutch

International

Scrum





**Strategic**

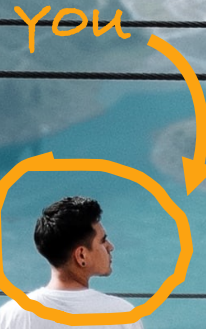
**Operational**

**Business**

**IT**

**Products  
& Services**

**Customer**



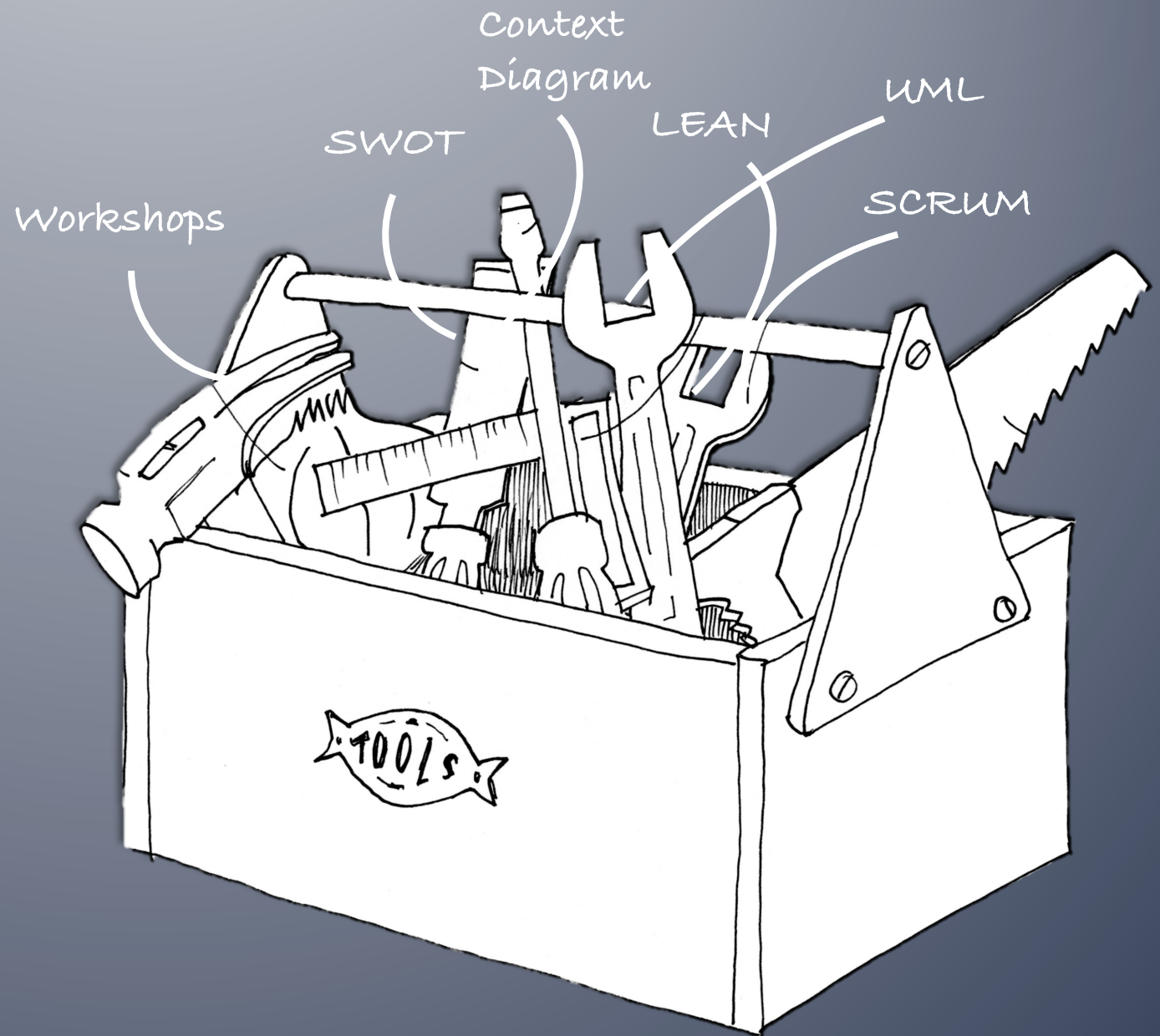




# Switch lenses from time to time

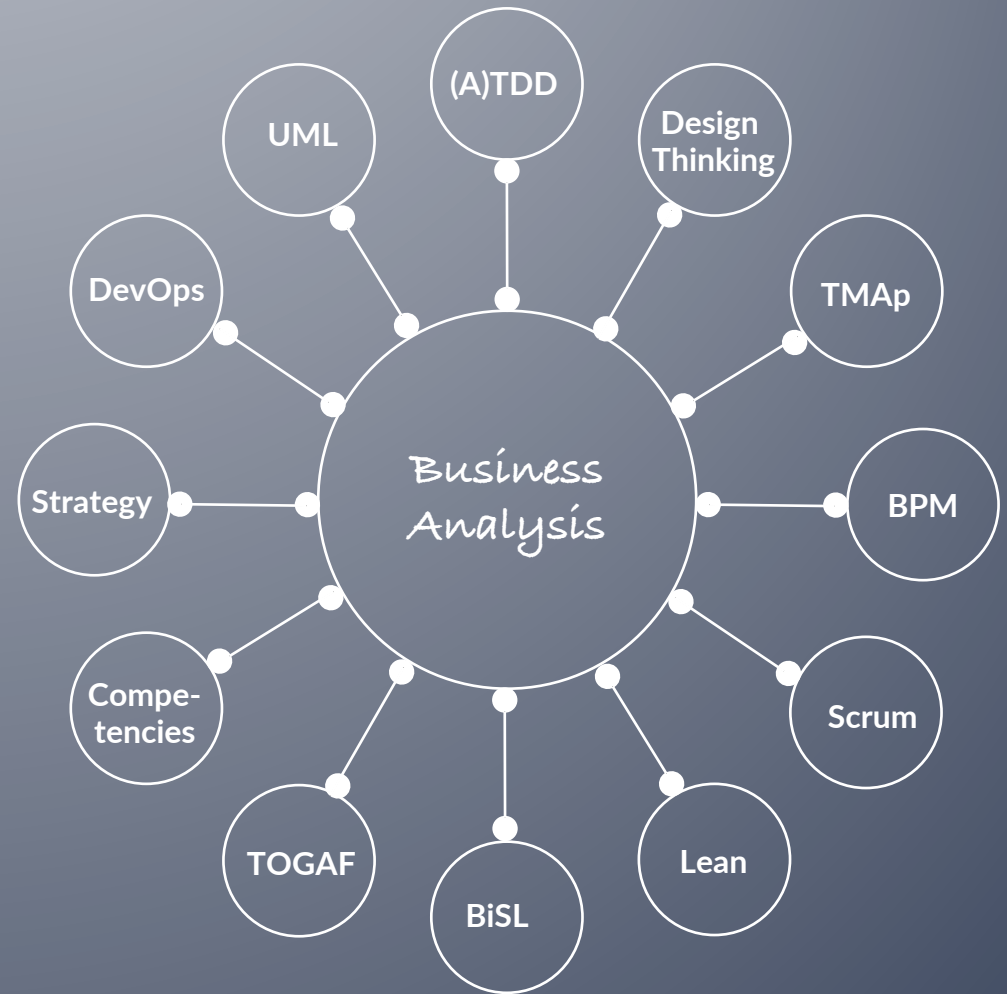


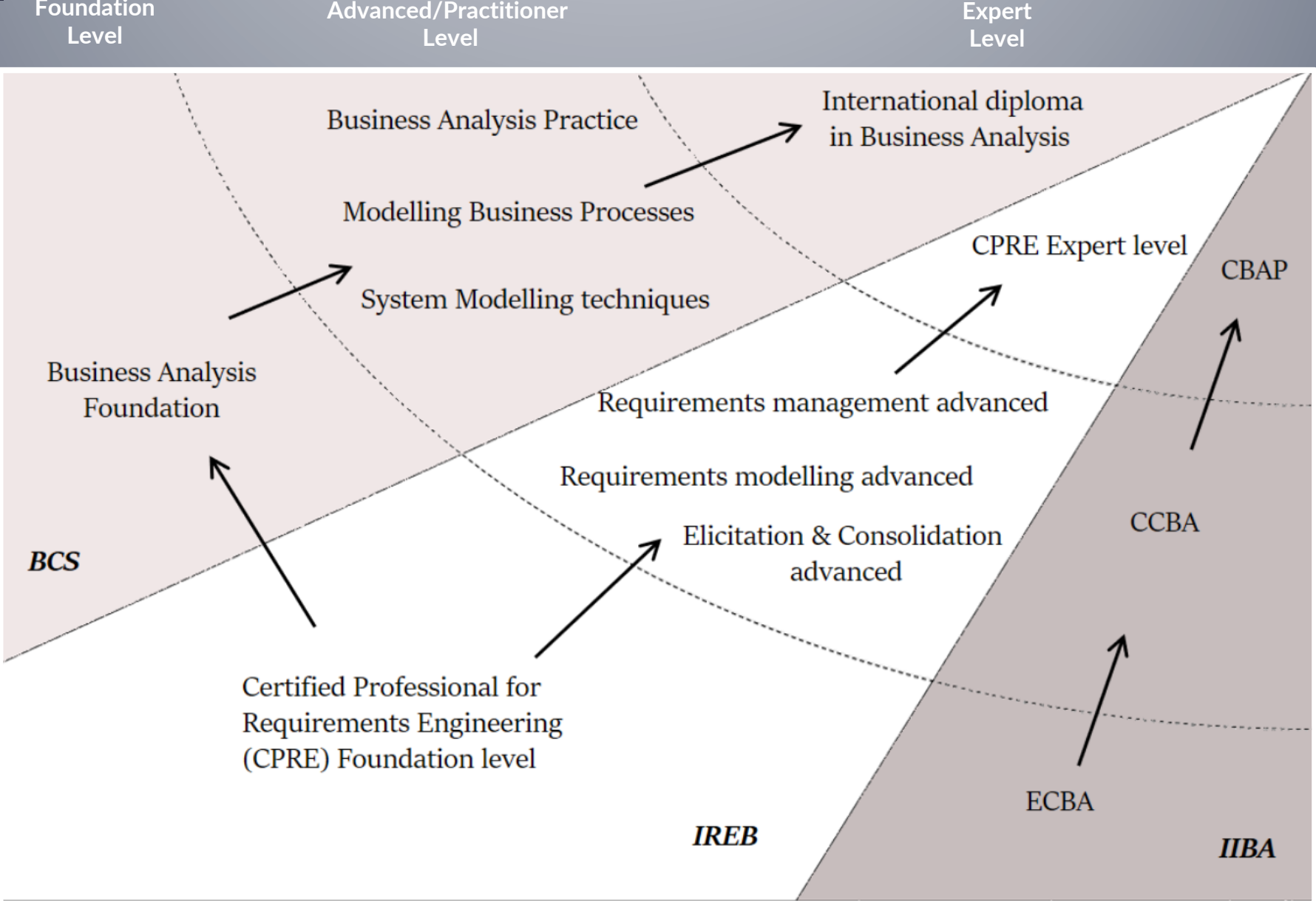
# **WE ENRICH YOUR TOOLBOX**





# CONNECTING THE DOTS...



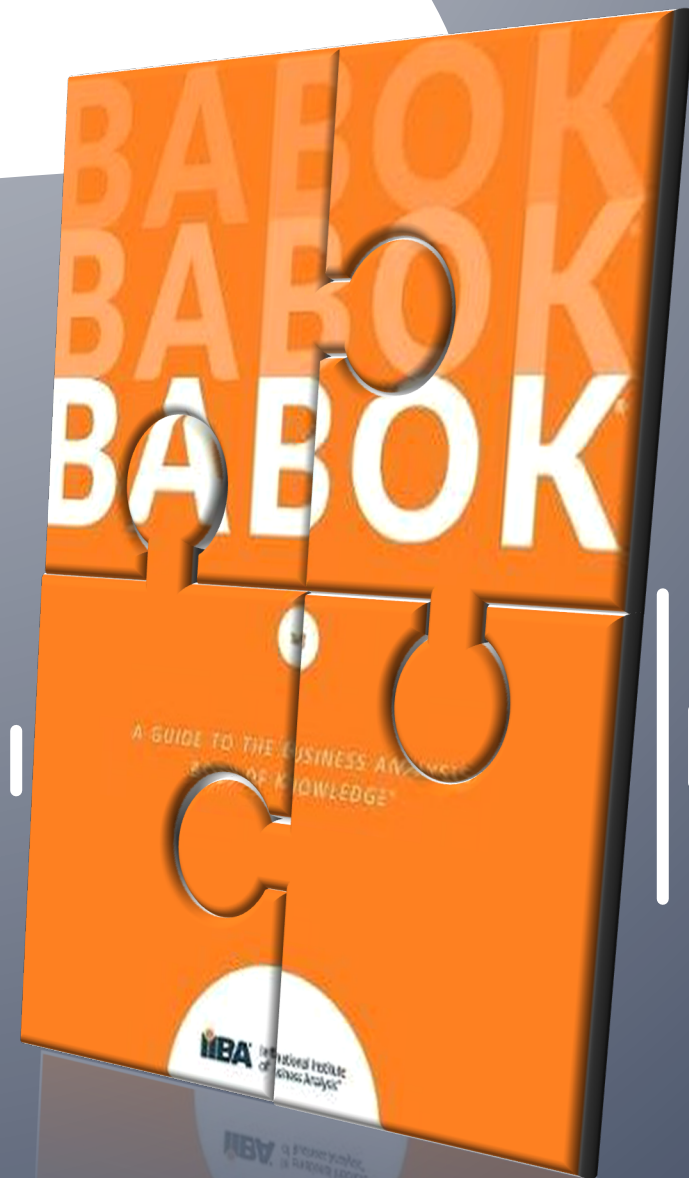


**BA** - BOOTCAMP  
**PRESENTS**

# THE BABOK® UNTANGLED SERIES



Subscribe





## IIBA & BABOK Guide

### IIBA Organisation

IIBA® is the non-profit professional association dedicated to the field of business analysis.

Global network of 29,000+ Members and more than 300 Corporate Members and 120 Chapters.

Supports the recognition of the profession and discipline and works to maintain the global standard for the practices and certification.

### BABOK Guide

Is the globally recognized standard for the practice of business analysis.

The BABOK® Guide describes business analysis knowledge areas, tasks, underlying competencies, techniques and perspectives on how to approach business analysis.



# THE BABOK® UNTANGLED SERIES

-  **EPISODE 01** Introduction to Business Analysis & BABOK®
-  **EPISODE 02** Business Analysis Key Concepts
-  **EPISODE 03** Business Analysis Underlying Competencies
-  **EPISODE 04** Business Analysis Perspectives
-  **EPISODE 05** Business Analysis Planning and Monitoring (incl Techniques)
-  **EPISODE 06** Strategy Analysis (incl Techniques)
-  **EPISODE 07** Business Analysis Elicitation & Collaboration (incl Techniques)
-  **EPISODE 08** Requirements Analysis & Design Definition ((incl Techniques)
-  **EPISODE 09** Requirements Life Cycle Management (incl Techniques)
-  **EPISODE 10** Business Analysis Solution Evaluation (incl Techniques)

**BA** BOOTCAMP



**THANK YOU FOR  
YOUR ENGAGEMENT**

