The Ascendant BA*

Your Company Needs YOU!

BBC 2019 – November 13, 2019 – Hollywood FL

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bbc 2019
BUILDING BUSINESS CAPABILITY
Official Conference of IIBA

CLARITEQ

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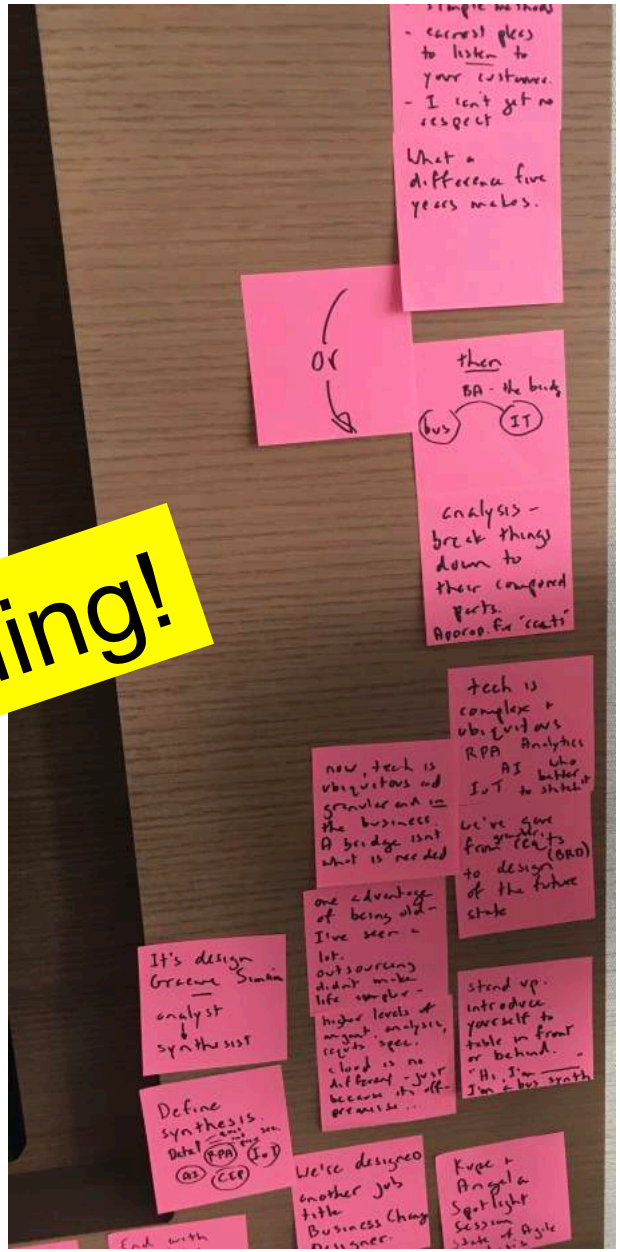
How this came about...

Now that I have you here, I have a favour to ask...

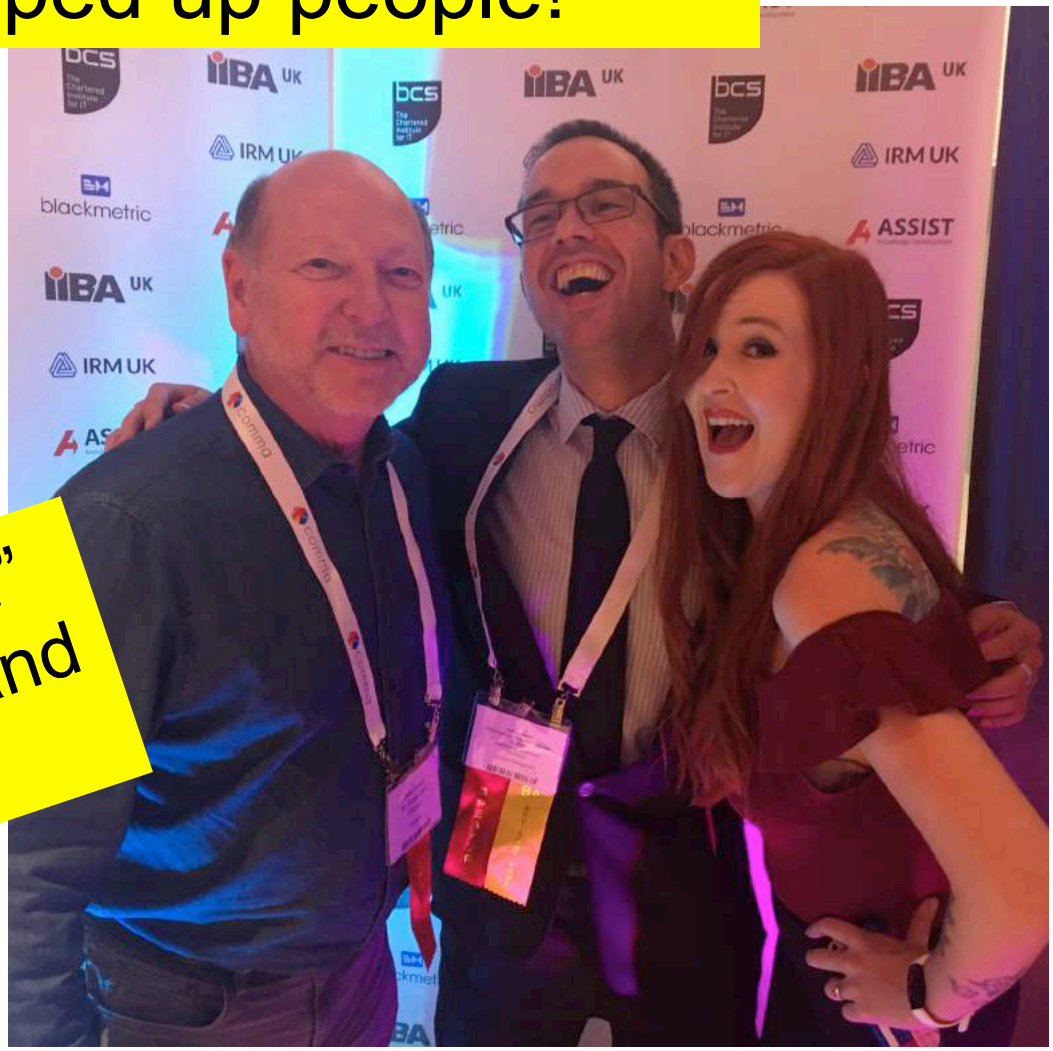
So, here's my presentation...



Just kidding!

Do you really NEED to be pumped up?

BA Conference last month in London – LOTS of happy, pumped up people!



At the BAC "Selfie Booth" with @UKAdrianReed and @GeorgianaPlay

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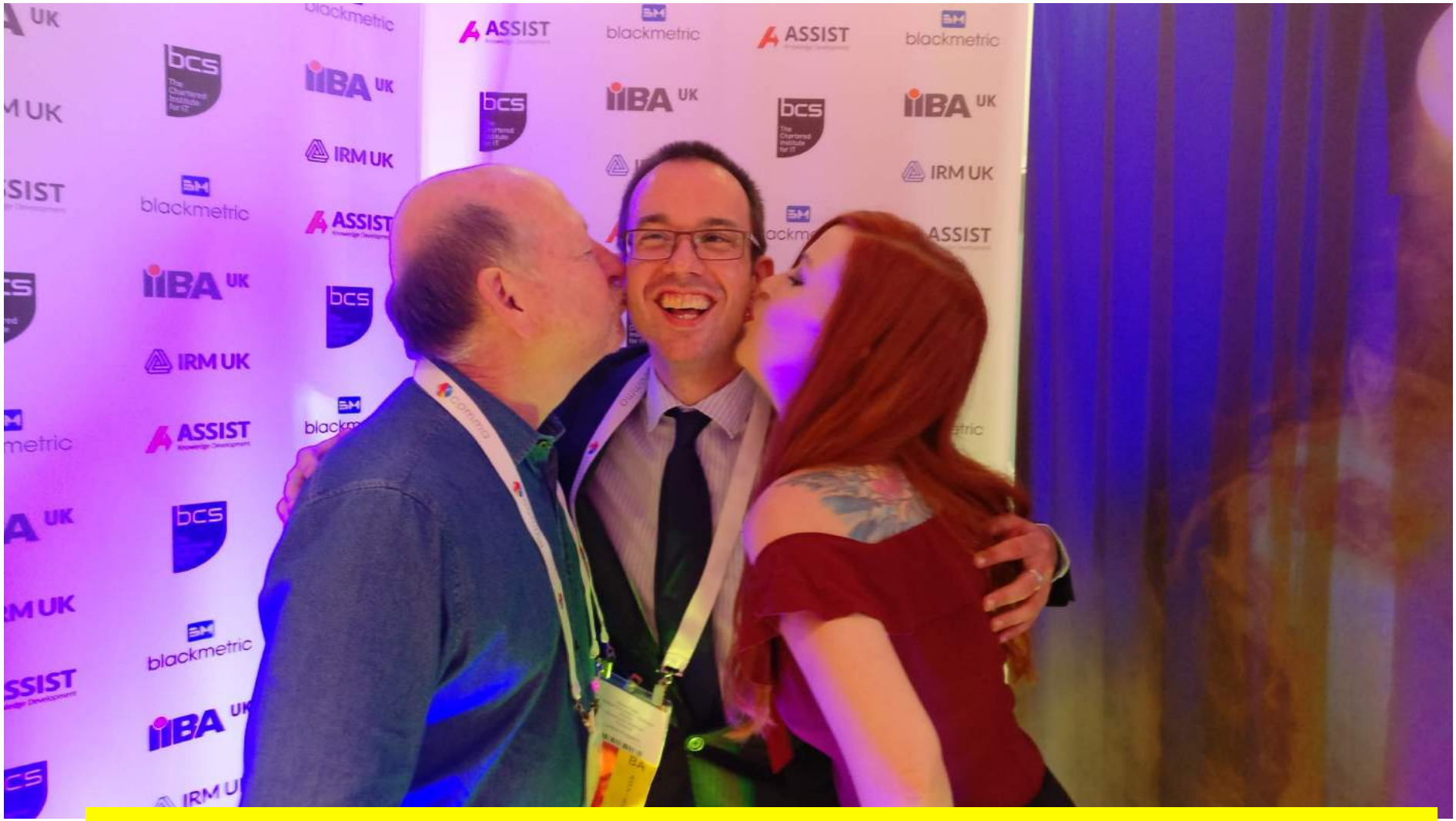
Do you really NEED to be pumped up?



"Positive" & "Positivity" were the themes!

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BBC 2019 – Same thing!

...and I had a ballroom full of people at my Monday session who arrived full of energy!

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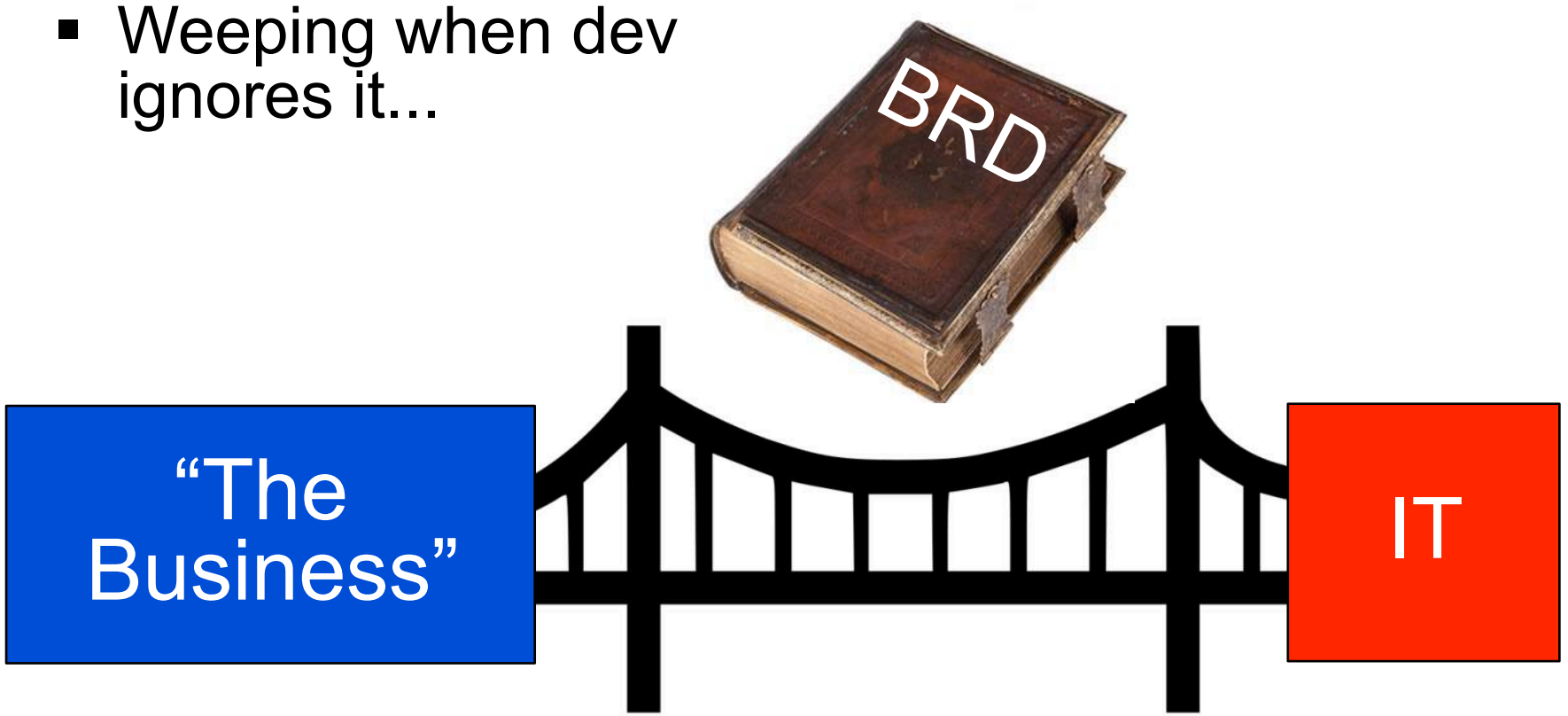
Five years ago – not so much

Things were different then

Still largely saw ourselves (analysts, anyway) as the bridge between business and technology

- Eliciting requirements
- Creating the dreaded BRD
- Weeping when dev ignores it...



What were we doing? Analysis!

Analysis –

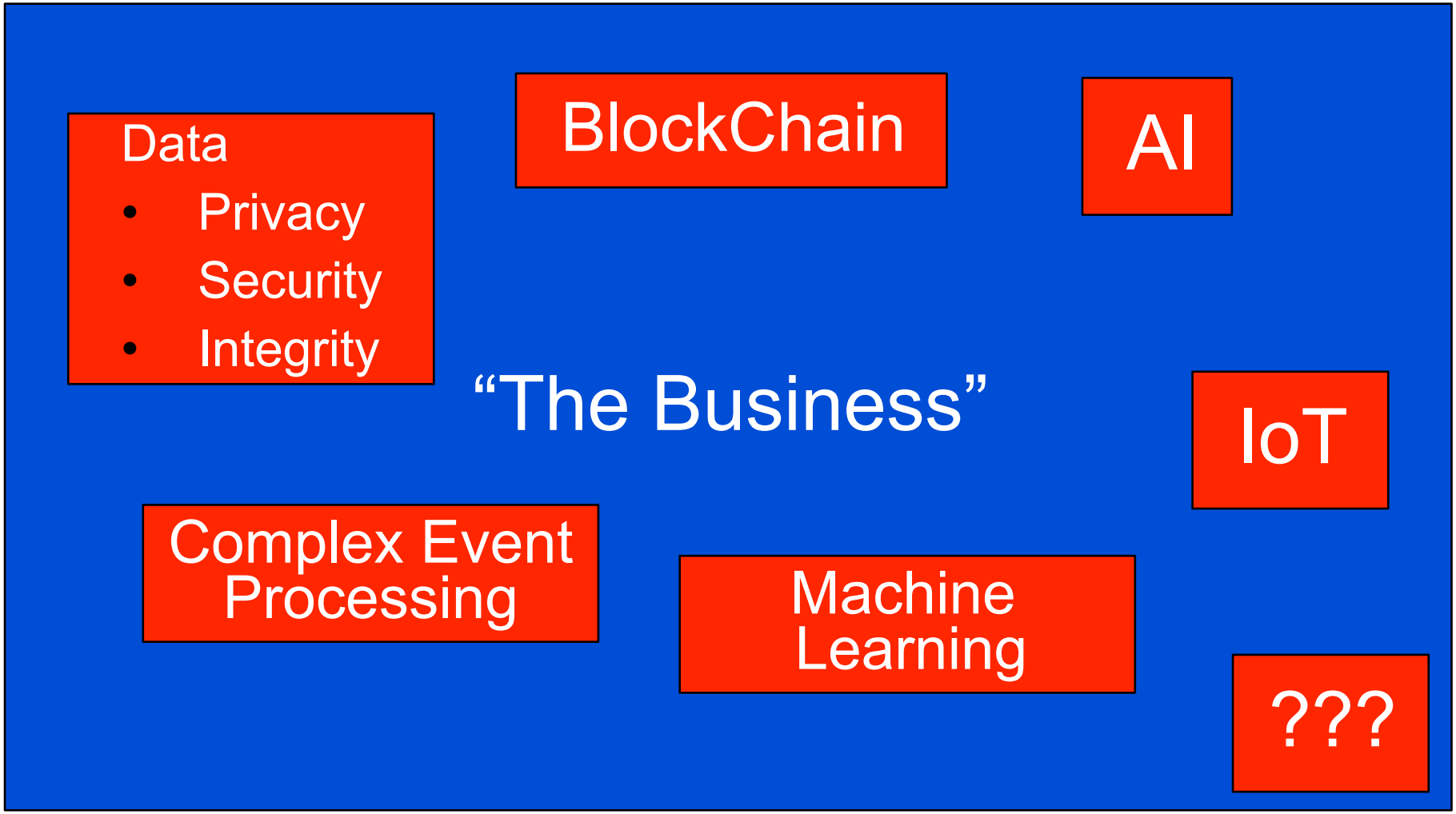
A systematic examination of something by breaking it into its component parts.

It's different now!

See "The State of Agile Analysis" today at 4:15pm with Kupe and Angela...

What a difference a few years makes

Now, technology is ubiquitous, it's IN the business, and a bridge isn't the answer...



Things are different now

Businesses need our help more than ever to stitch all these moving parts into a solution.

They need *Synthesis!*

Synthesis –

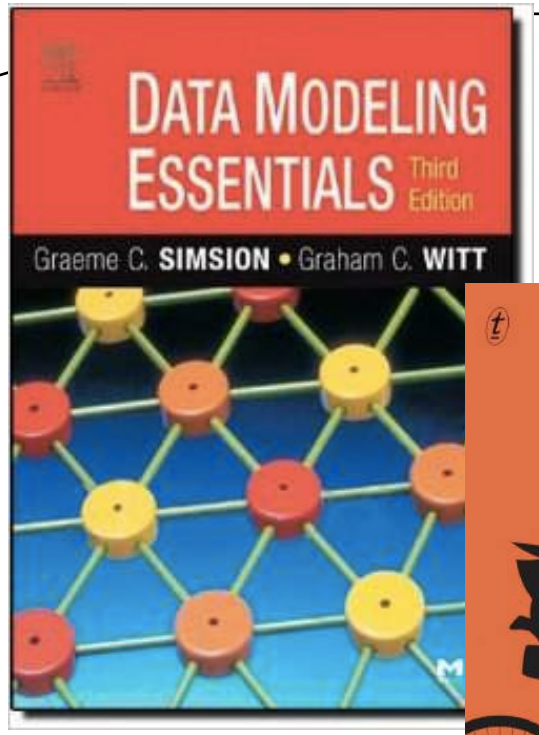
The combination or composition
of parts or elements
so as to form a whole,
as opposed to analysis.

Or, they need *Design!*

Graeme Simsion's PhD thesis

It's a *design* activity, not an *analysis* activity

Graeme Simsion



We're Synthesists

Stand up...

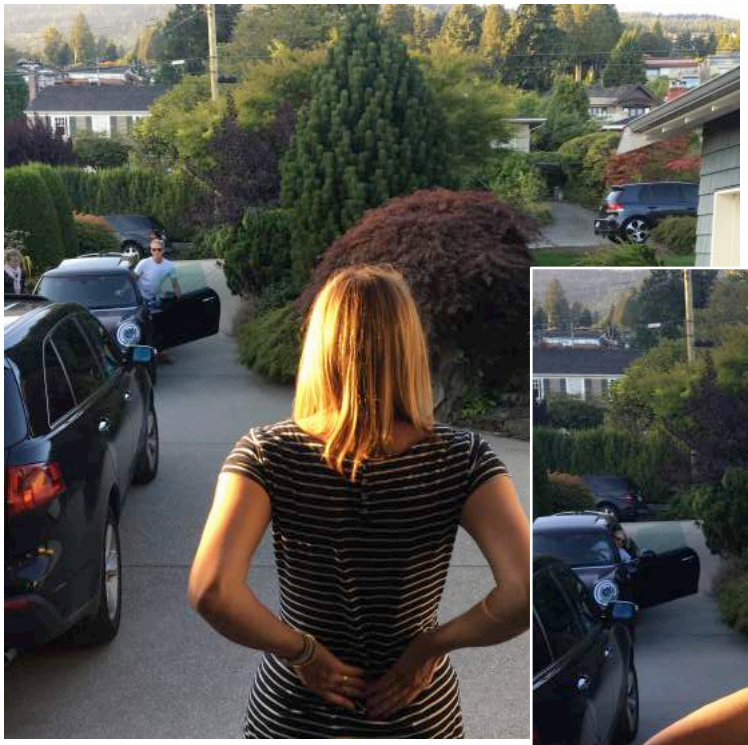
... introduce yourself to a person in front of or behind you...

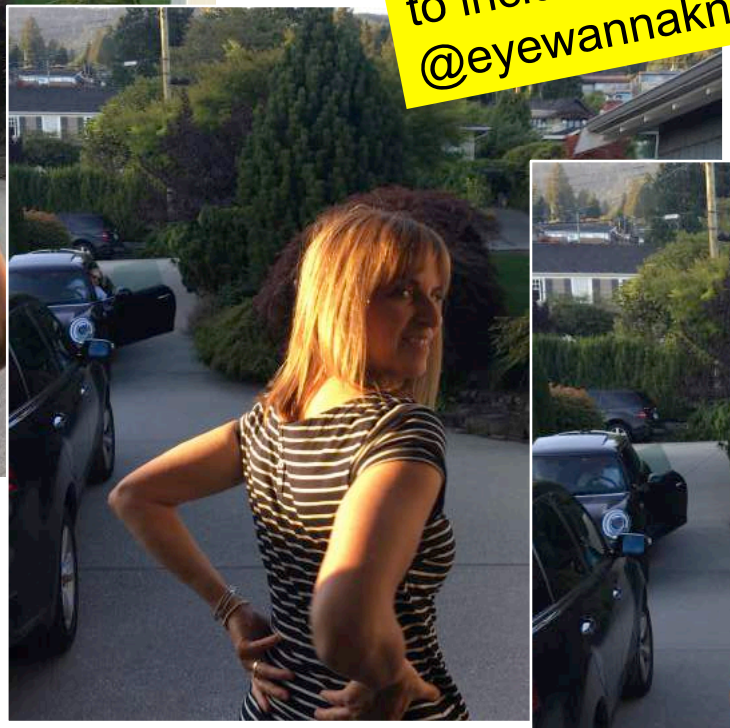
... saying
"Hi, I'm _____. I'm a ***Business Synthesist!***"

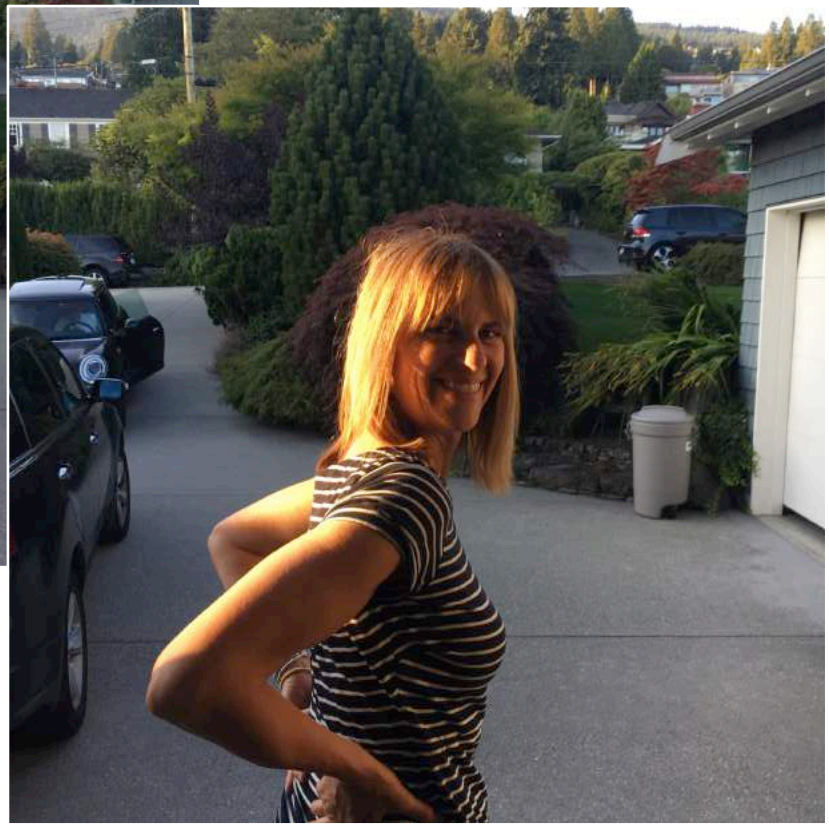
Or, if you prefer...

"Hi, I'm _____.
I'm a ***Business Change Designer!***"

It's your golden moment in the sun!







This seemed like the perfect excuse to include a picture of my awesome wife @eyewannaknow in my BBC presentation.

Thank you – stay in touch!

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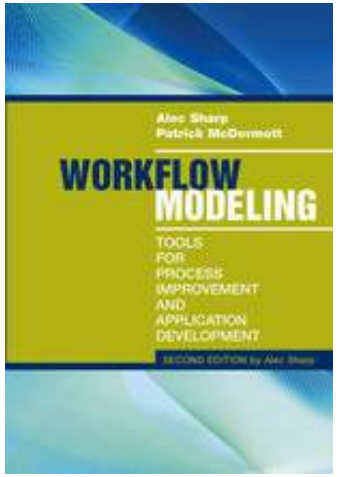
- www.clariteq.com
- Data Modelling blog: www.erwin.com/expert_blogs/authors/22/
- My BPTrends "A Practitioner's Perspective" columns: http://www.bptrends.com/author/alecsharp/
- Check out the nice reviews of "Workflow Modeling" on Amazon.com - http://amzn.to/dHun1o



And most of all, if you have questions or comments…
don't be shy – send me a note!