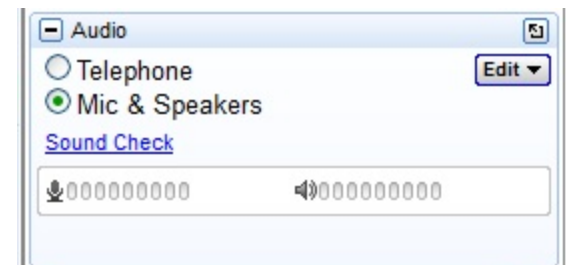


Welcome to the webinar... We will begin shortly

- There are two methods for listening to this webinar.
- Select *Audio* from the tool box on the right side of your screen, and select either *Telephone* to call in and listen using your telephone, or *Mic & Speakers* to use your computer's speakers.
- For telephone access, please use the phone number provided in your webinar confirmation e-mail or the number provided in the tool box. When you dial In, you will be prompted to enter your *Access Code* and *Audio PIN*.
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For Demonstration Purposes





How to Start a Business Analyst Career - Debunking the top 3 Myths

Hosted by: Deb Oliver, IIBA

*Presented by: Laura Brandenburg,
CBAP*



IIBA[®] Membership

Gain a Competitive Edge in Your Career

29,000+
MEMBERS

240+
CORPORATE
MEMBERS

115+
CHAPTERS

- ✓ Leading-edge tools
- ✓ Events
- ✓ Networking

- ✓ Study Groups
- ✓ Volunteering
- ✓ Certification and Recognition

iIBA International Institute
of Business Analysis™

iiba.org

Our Driver

“Unite a community
of professionals to
create better
business outcomes.”

IIBA Core Purpose



Host

Deb Oliver

Product Manager- BA Professional Development

- Deb Oliver started her career in Marketing Research and Project Management. In 2006, working on IT projects for a leading edge Loyalty Marketing Company; she acquired the taste for Business Analysis, and hasn't looked back since.
- Over the years, Deb has honed her skill set as a Business Analyst to deliver on capability in the realm of website re/design, system procurement, technology upgrades/ enhancements, data migration and process improvement. Her experience in enterprise-sized projects has strengthened her commitment to focus on how to manage the impact a capability change has on all aspects of an Organization's environment.
- In 2013, Deb obtained her Certified Business Analysis Professional (CBAP®) designation. Most recently, she has taken on an exciting new role as Product Manager, within IIBA®. In the role of Product Manager, Deb will leverage her experience and drive to further the growth of the Business Analysis discipline through the creation and improvement of essential resources to support Business Analysis practitioners, as they deliver better business outcomes for their respective Organizations.



Speaker

Laura Brandenburg, CBAP

Laura Brandenburg, CBAP is a best-selling author and an internationally recognized leader known for helping mid-career professionals start business analysis careers. Laura brings more than a decade of experience in the business analysis profession, filling such roles as a full-time business analyst, consultant, and hiring manager. She brings all of these perspectives into her writing, presenting, coaching, and training to help you find transferable business analysis skills, expand your business analysis experience, and start your business analysis career with confidence. You may find out more about Laura by visiting her website (<http://www.bridging-the-gap.com>). She also offers a free career planning course for business analysts:
<http://www.bridging-the-gap.com/free-resources>





How to Start a Business Analyst Career:

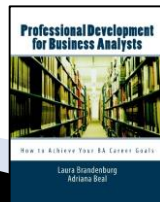
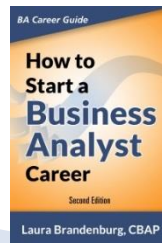
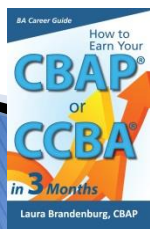
Debunking the Top 3 Myths

Laura Brandenburg, CBAP

What We Do



*Indicates free resources



The 3 Myths We'll Debunk

1 – Must Find
Entry-Level Role

2 – Need an MBA
or Certificate

3 – IT or Business
Domain Experience
Required



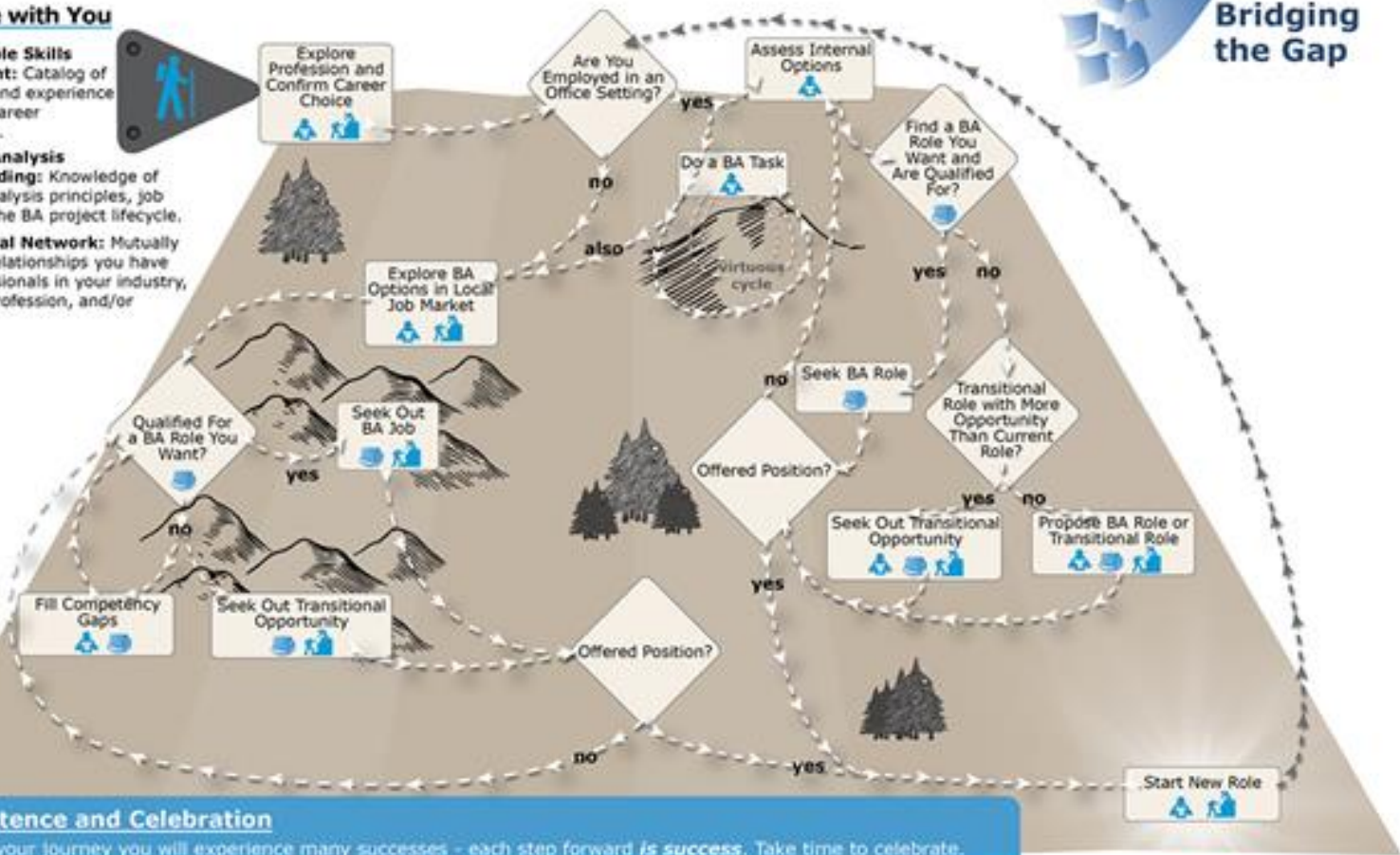
What Else?

How to Start a Business Analyst Career - Your Roadmap



What to Take with You

- Transferable Skills Assessment:** Catalog of your skills and experience from your career background.
- Business Analysis Understanding:** Knowledge of business analysis principles, job roles, and the BA project lifecycle.
- Professional Network:** Mutually beneficial relationships you have with professionals in your industry, specialty, profession, and/or location.



Persistence and Celebration

Along your journey you will experience many successes - each step forward *is* success. Take time to celebrate. You will also hear "no" for reasons that have nothing to do with you personally. Those that succeed empower themselves to explore new options and definitions of success. They persist.

Definitions

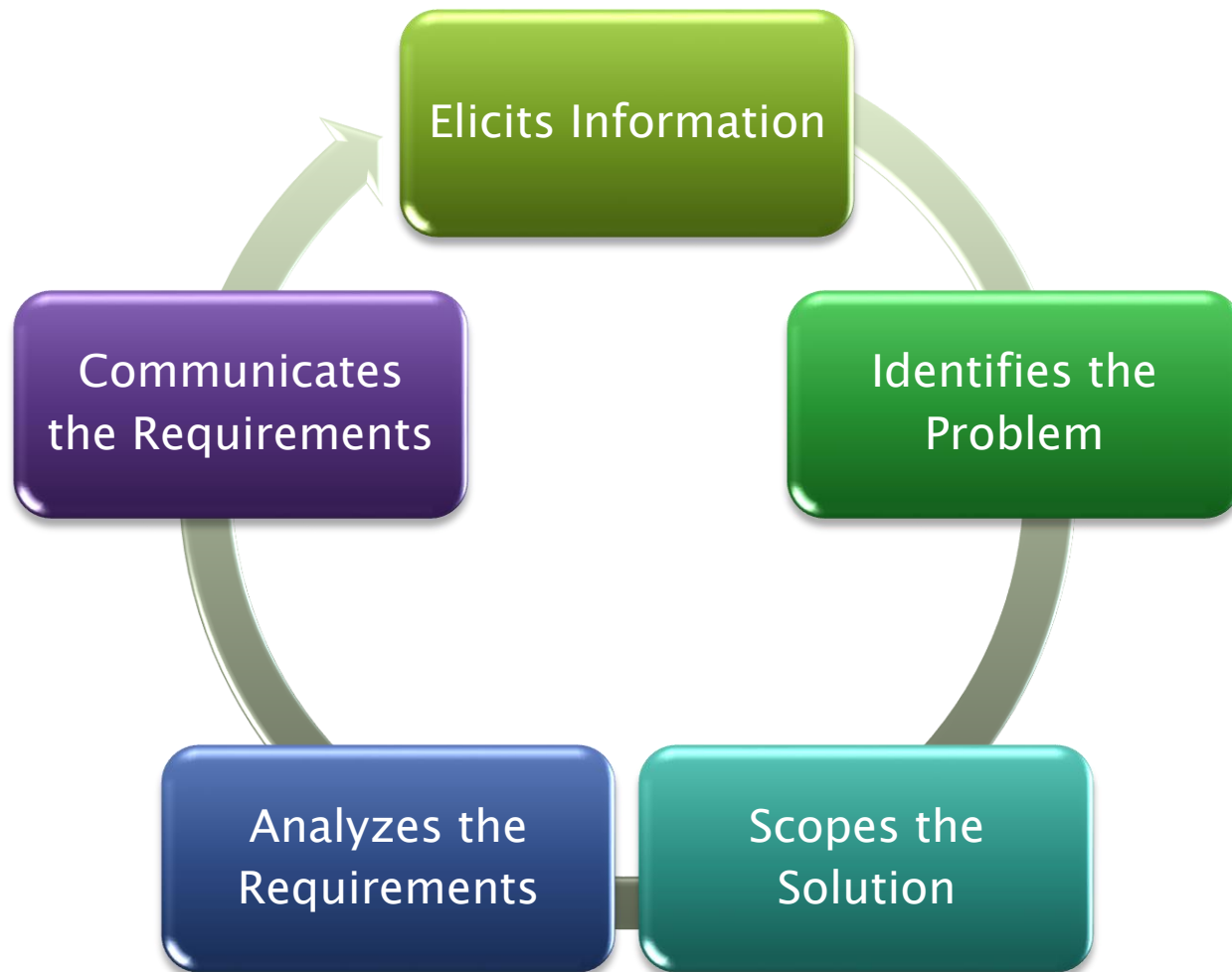
BA Role: Any role with BA responsibilities. (May not have the BA job title).

Transitional Role: A role with few or no BA responsibilities that puts you in a position to proactively do BA tasks or interact with BAs.

How to Start A Business Analyst Career Roadmap by Laura Brandenburg is licensed under a Create Commons Attribution-No Derivs 3.0 License. Based on a work at <http://bridging-the-gap.com/business-analysis-career-roadmap>. For questions contact laura@bridging-the-gap.com



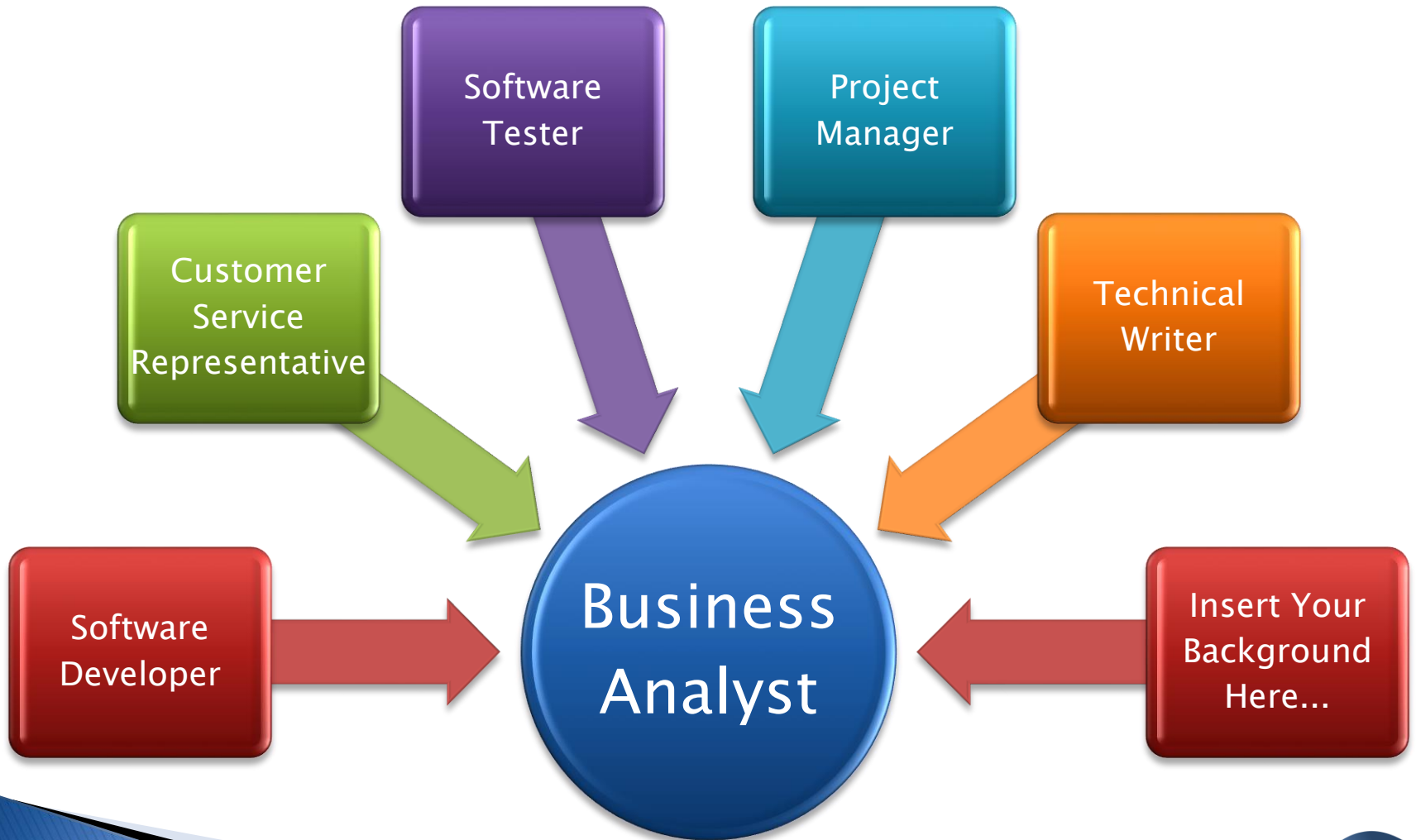
What Does a BA Do?



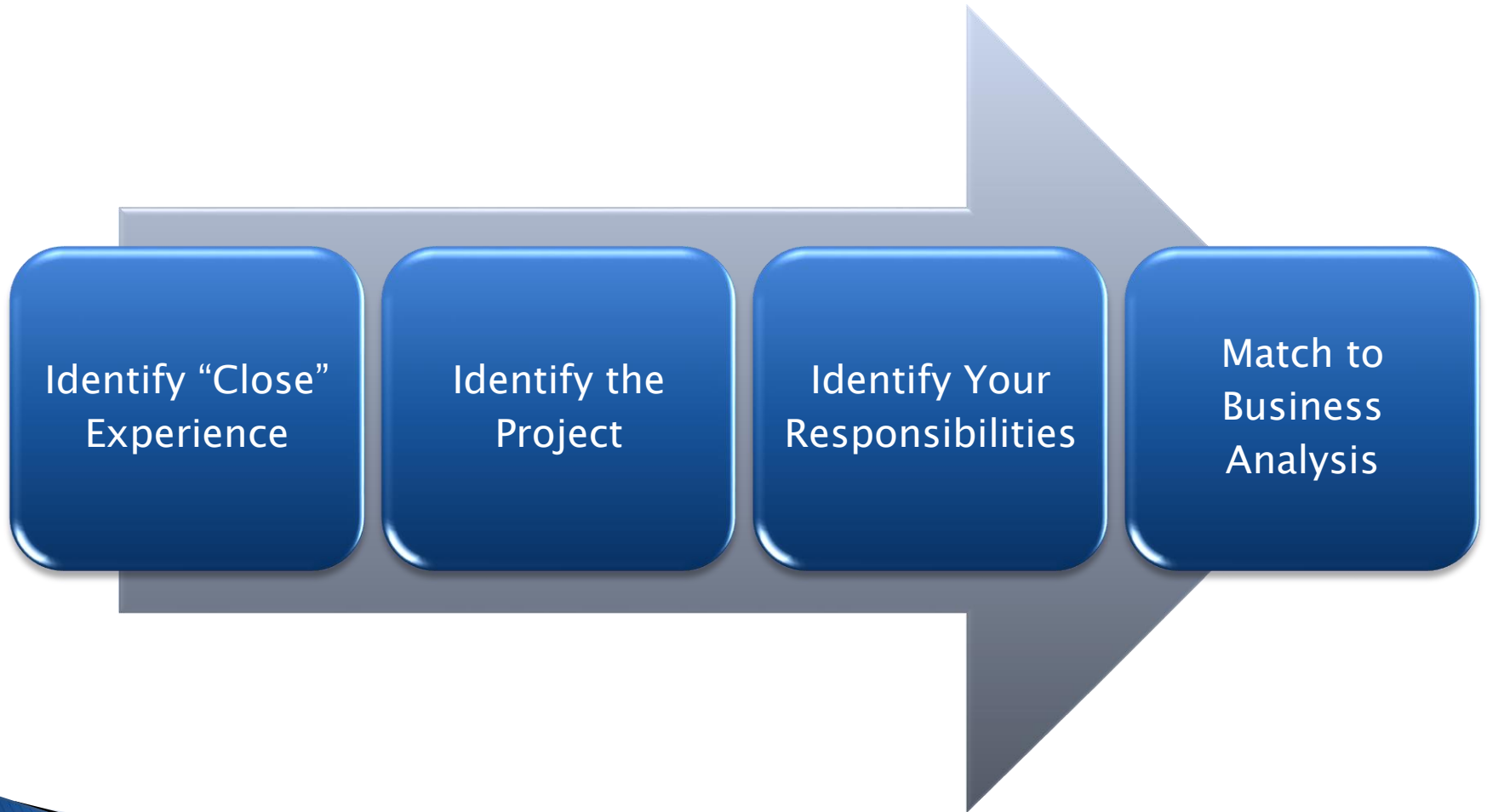
Myth #1

**You Must Hold Out for
an Entry-Level BA Role**

You Have Transferable Skills



Find Your Transferable Skills



Approach Work with a BA Mindset



Analyze a
Process



Shadow A BA
/ Review a
Specification



Scope a
Project or
Initiative



Conduct
Elicitation /
Facilitate a
Meeting



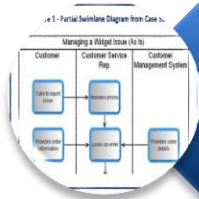
Myth #2

You Need an MBA or
Certificate

BA Training Can Give You An Edge



Your IIBA Membership Can Help



Learn BA Techniques at Webinars & Chapter Meetings



Validate Your Skills Against the BABOK & Competency Model



Meet Practicing BAs & Recruiters at Chapter Meetings

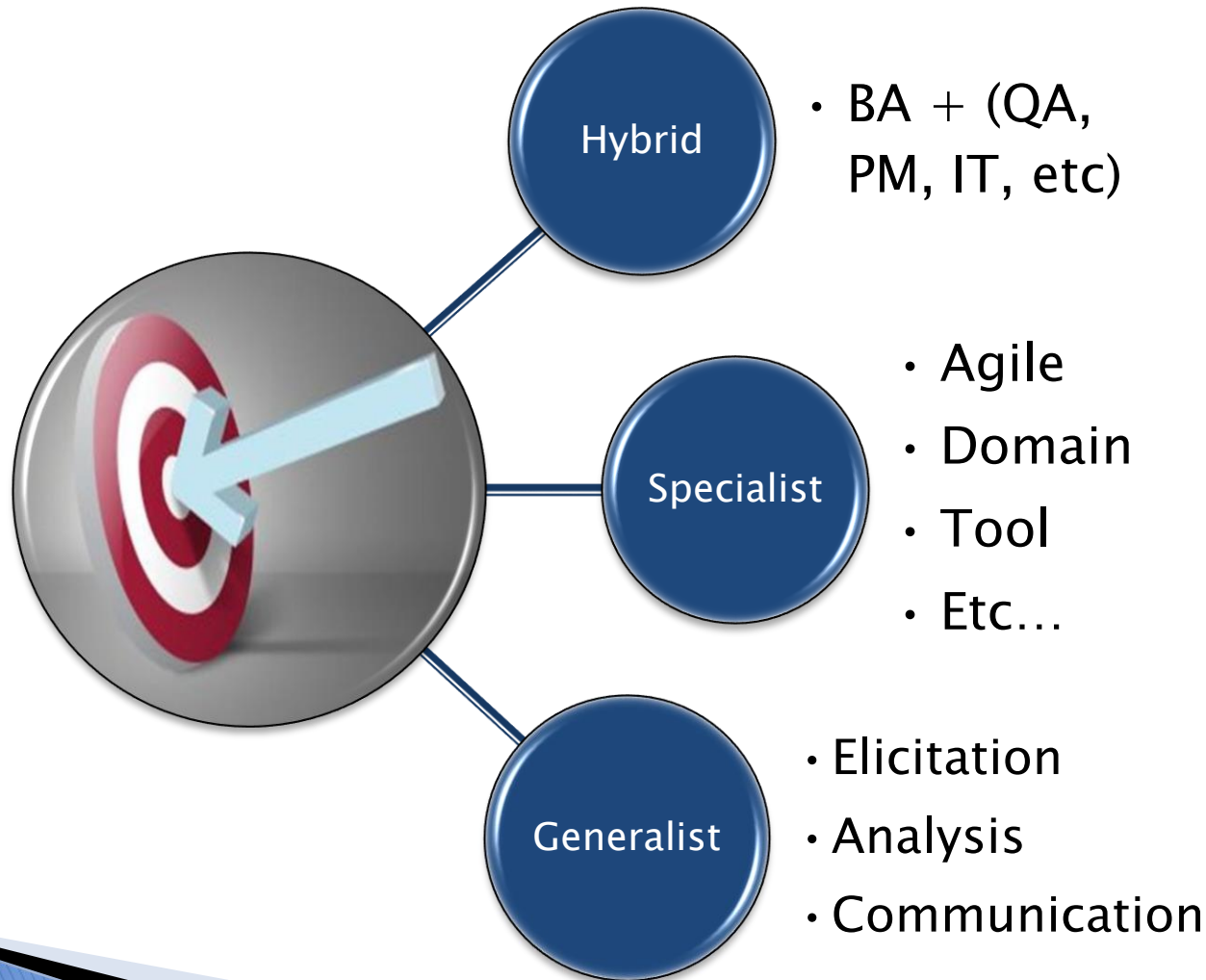


Explore *certifications* to validate your experience

Myth #3

**IT Skills and/or Business
Domain Expertise
Is Required**

Focus to Find an Opportunity



The 3 Myths We've Debunked

1 – Must Find
Entry-Level Role

2 – Need an MBA
or Certificate

3 – IT or Business
Domain Experience
Required



What Else?



www.bridging-the-gap.com/free-resources

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- ▶ LinkedIn: [Bridging the Gap group](#)
- ▶ Twitter: [@LLBrandenburg](#)