



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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The Perfect BA?

Geertje Appel

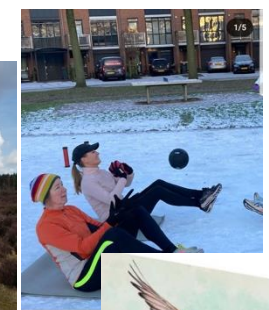
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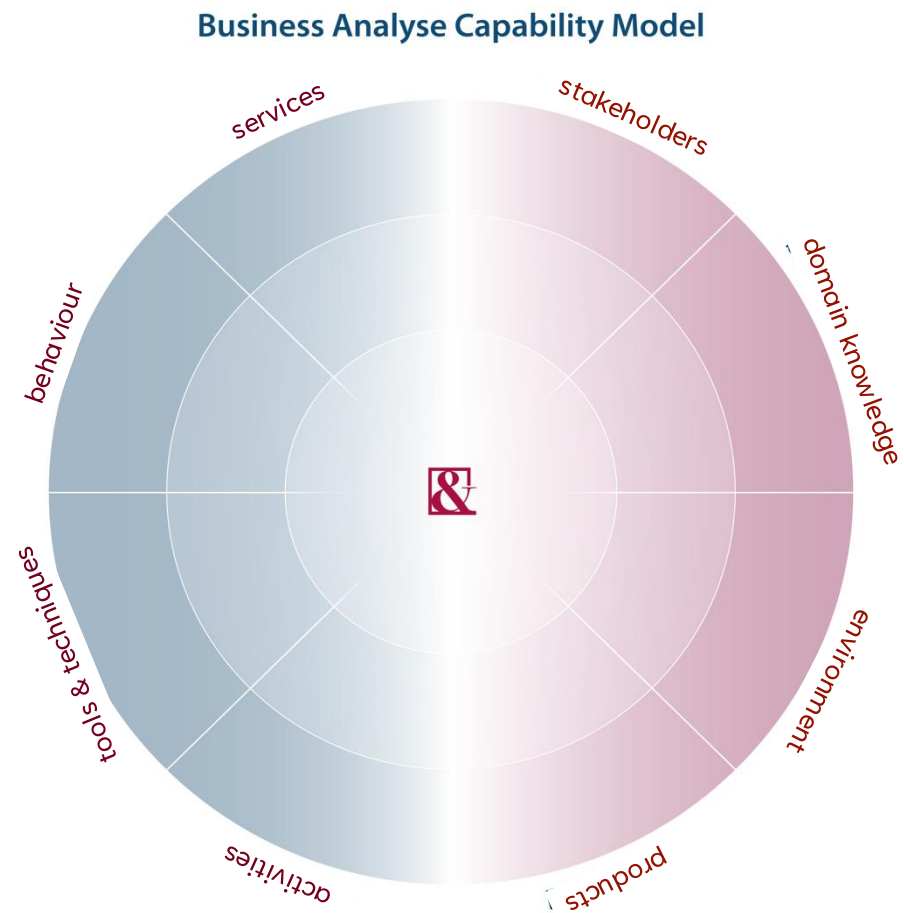
Geertje

Business analyst, Trainer, Coach



Last year's story

Walking in the mountains vs becoming a Business Analyst

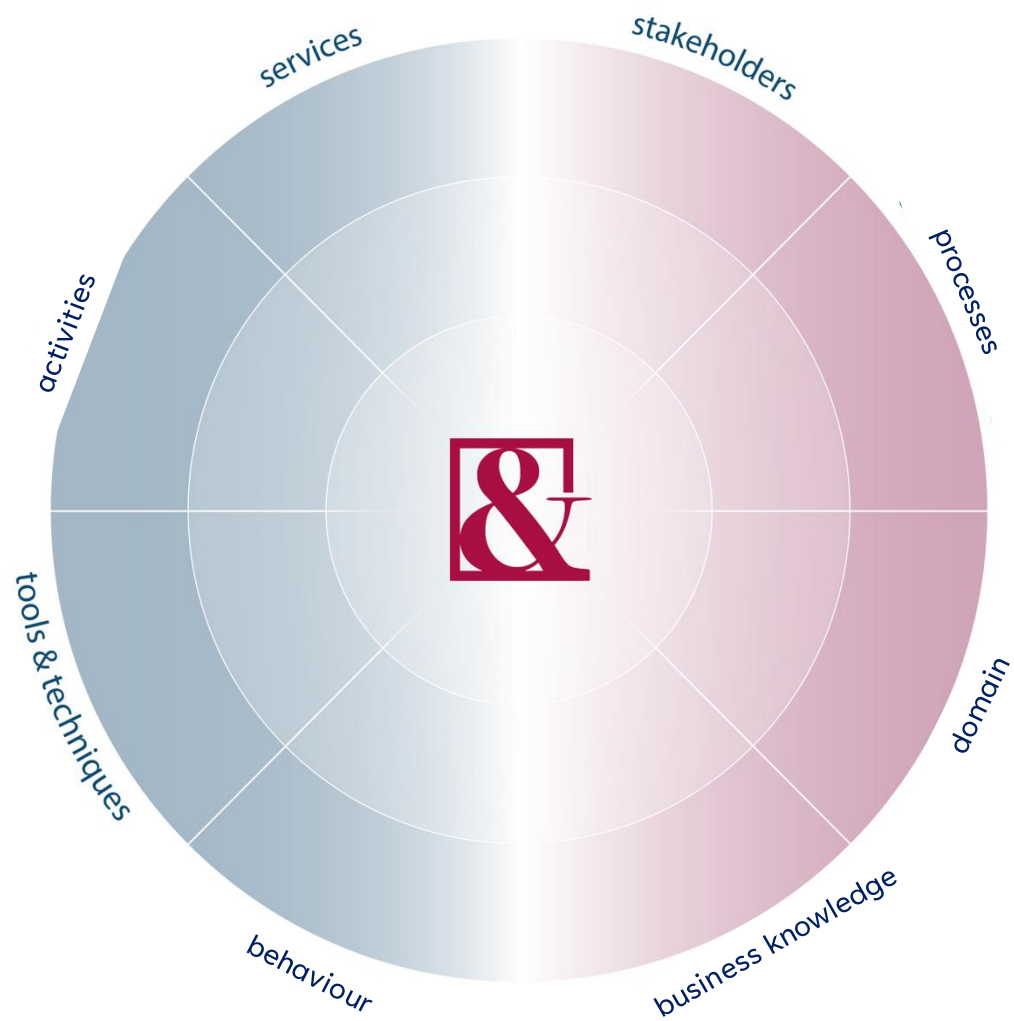


Walking in the mountains

- Perspectives
- Metaphor for business analysis
- different routes, goals, toolkits

What does a BA look like from your perspective?

The model has evolved



Let's make it a bit more personal

Professional
tools/techniques

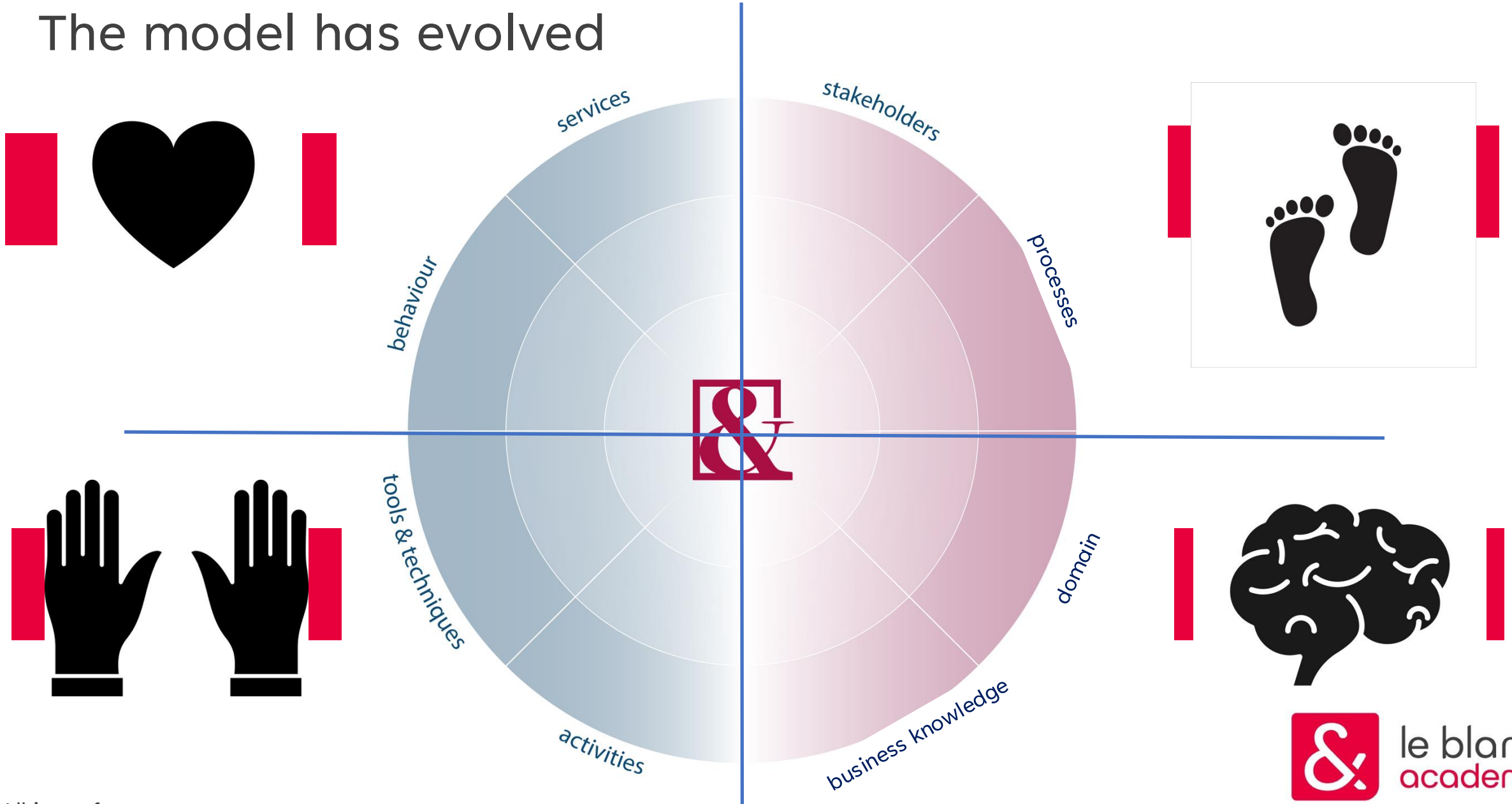


Business knowledge
Domain knowledge

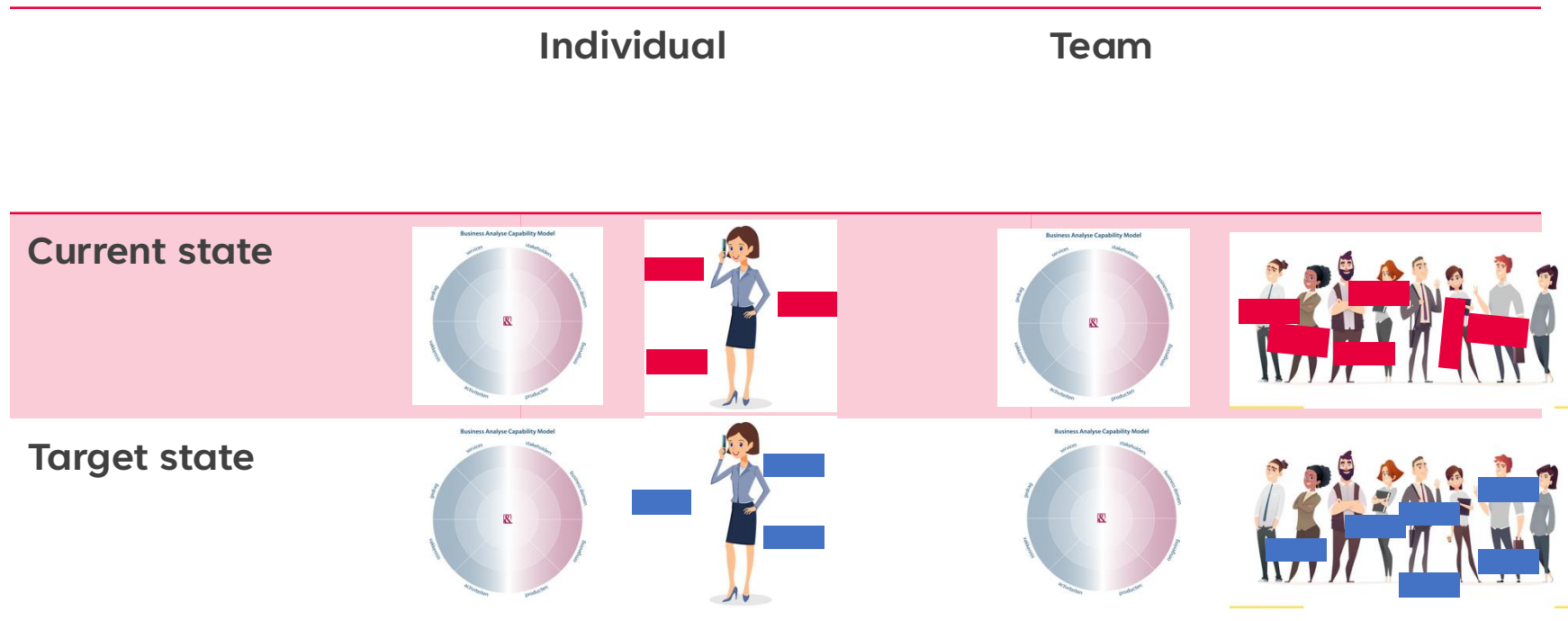
Soft Skills

Experience

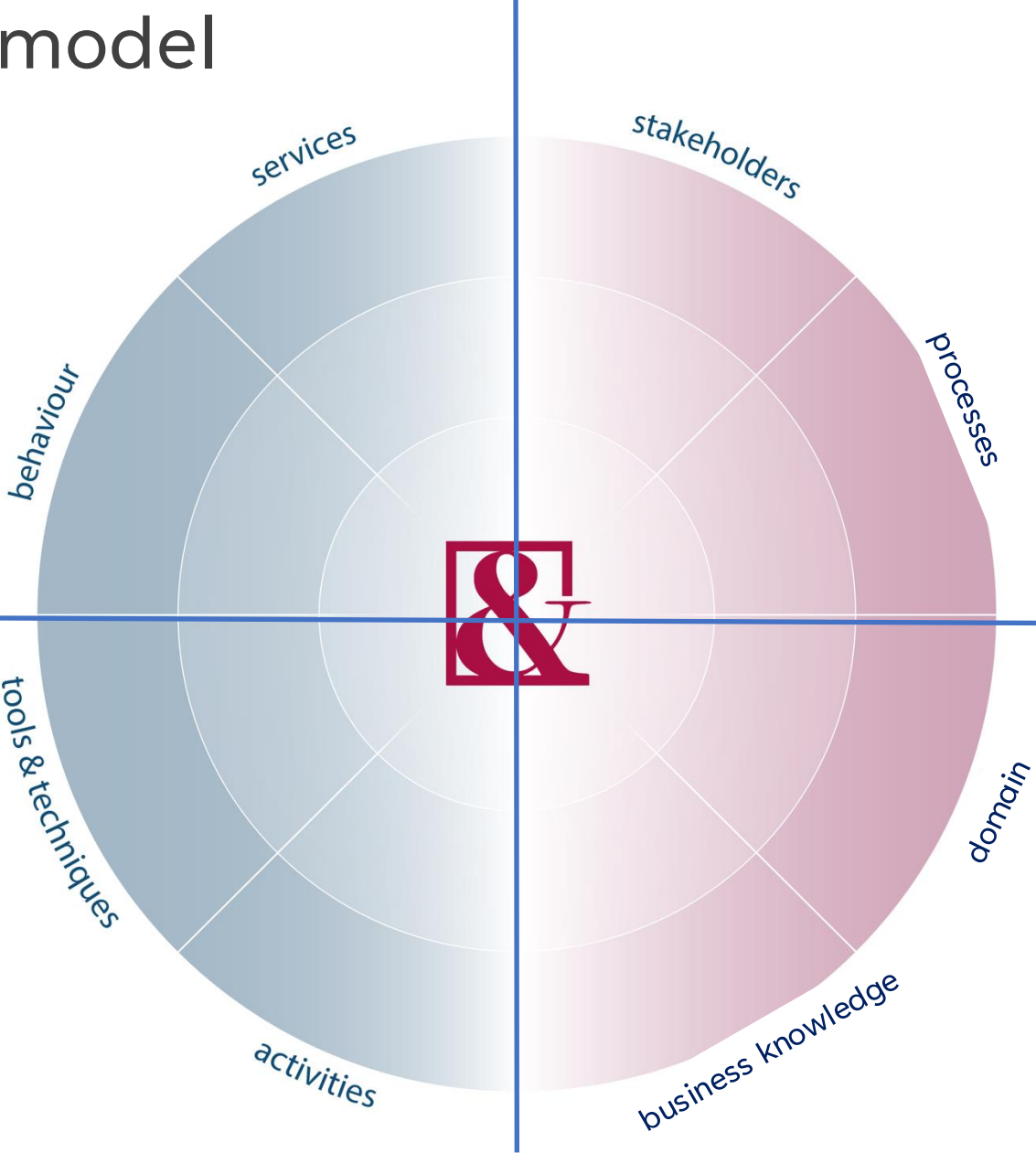
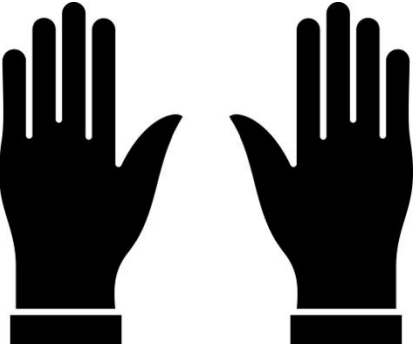
The model has evolved



Let's do some Business Analysis on ourselves



Play with the model



Question?

Thoughts on the model

BREAK

Let's play with the model

Round 1

- › Explanation board, material & rules
- › First round
- › Plenary discussion
- ›

Let's play with the model

Round 2

>

Discussion?

usable?

Optional Question!

Plot your team on the model

Discussion?

usage / usable?

Questions, feedback, thoughts....



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