



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Life After Generative AI as a Business Analyst – From a Doer To a Thinker

Business Analysis Conference Europe

16 – 18 September 2024

Dr. Kitty Hung – PhD, CITP, FBCS, MIIBA

Introduction



PhD in Computer Science

BCS International Diploma in BA

BCS CITP

BCS Fellow

IIBA Member

1999



University of Sheffield / London Business School
Research Fellow

2001



Cell Structure
Business Analyst

2002



London Metropolitan Police
Senior Business Analyst

2017



Capita
Business Analyst

2019



Raytheon Technologies
Lead Consultant in Business Analysis

2021



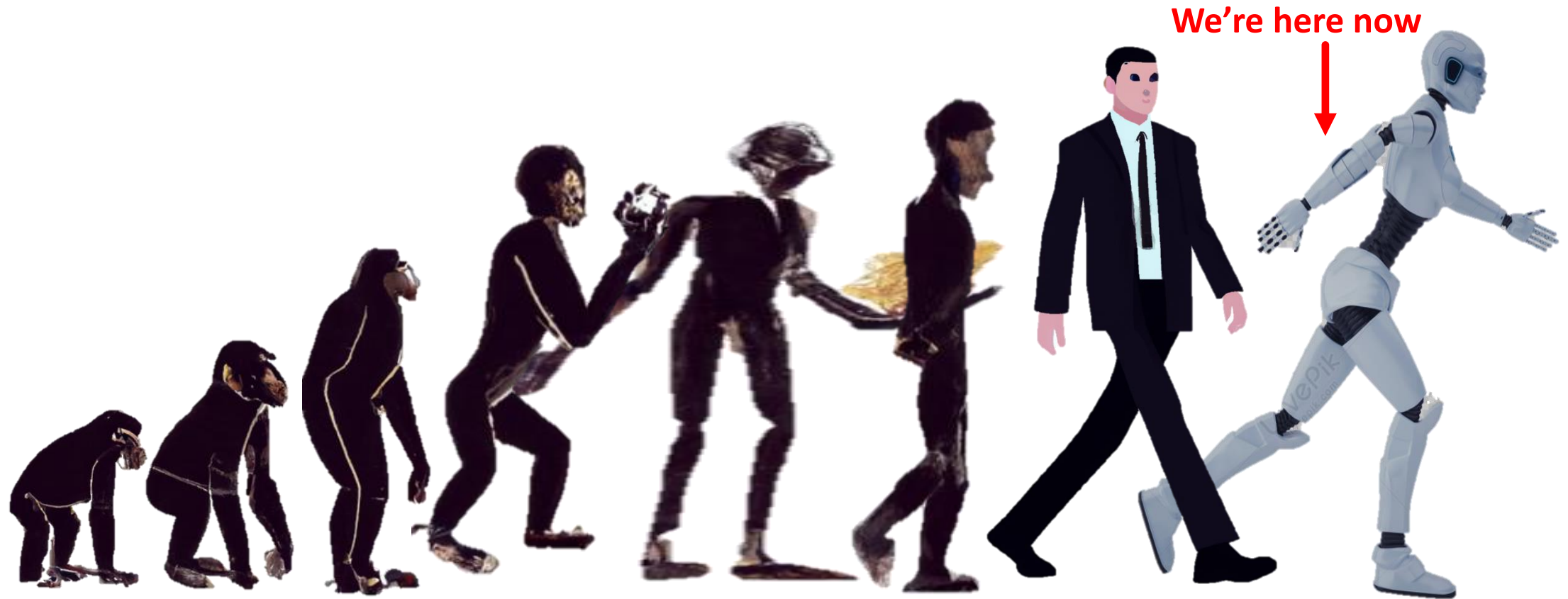
AtkinsRéalis
Principal Consultant in Business Analysis

2024



Book Author
Business Analysis in the Era of Generative AI

Technological Revolution



Homo Sapiens Evolution

Digital
Transform-
ation

AI, GenAI
& Robotic
Automation

Transition from a Doer to a Thinker through AI



**Doer in
Digital
Transform
ation**

Focuses on tasks
and execution



AI/GenAI

Utilises AI / GenAI for data
analytics, automation, content
generation, admin assistant,
co-pilot



**Thinker
in the AI
Era**

Emphasises strategy,
creativity, innovation, thought
leadership, emotional
intelligence

Agenda



Doer

Acquire new skills to adapt to changes

Use AI tools to boost productivity

Develop AI literacy

Master Prompt Engineering

10 top tips to transition into a "Thinker"



Thinker

New skills to adapt to changes



Process changes, tasks automation, workflows optimisation



Roles Change – Copilot / Coexist / Augment with AI



AI Literacy, Prompt Engineering, Data Intelligence, AI-generated insights interpretation



Training and Development

AI to boost productivity



Search Engine



Natural Language



Text



Translation



Computer Code



Summarisation



Multimedia



Classification /
Extraction /
Metadata



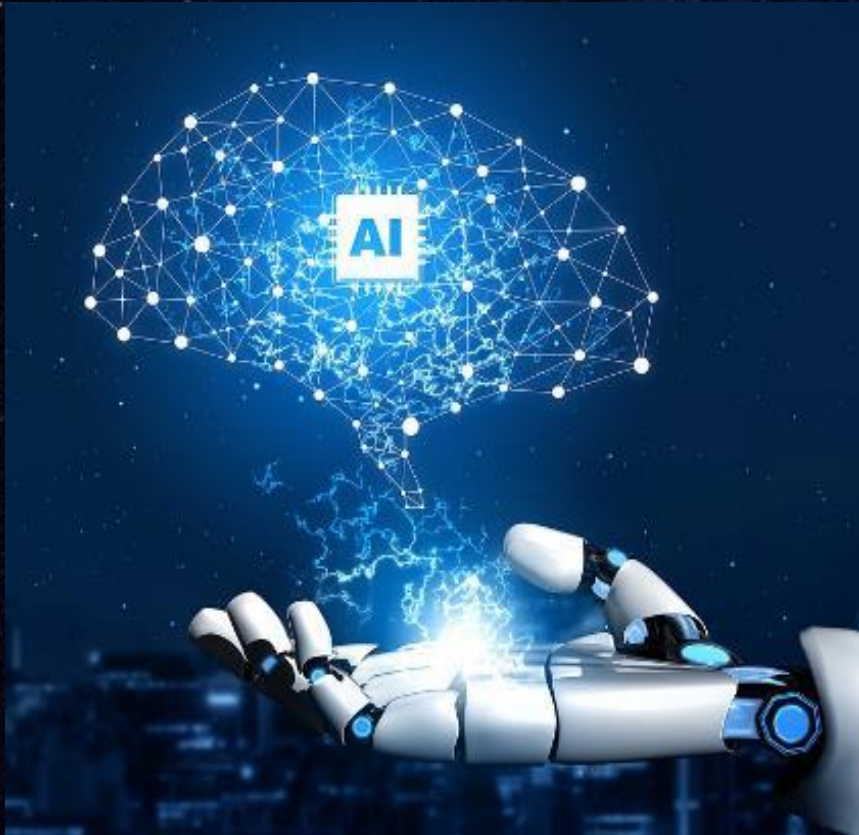
AI Assistant
/ Copilot



Develop AI Literacy



Master Prompt Engineering



Source: [DALL-E](#)

Examples of Generative AI tools:

- ChatGPT, Google Gemini, BingChat, Microsoft Office Copilot, Claude, Midjourney, DALL-E, Skool, Stable Diffusion, Hugging Face, Llama, Whisper, Resembler Speech-to-Speech Engine, SORA and many more

Prompt:

- Prompt refers to the inputs or questions from the users to the Generative AI in natural language as well as the outputs from the AI tools

Prompt Engineering:

- Prompt Engineering refers to the technique to get the optimal outputs from the Generative AI tool



Kitty Hung - PhD, CITP, BCS Fellow, MIIBA • You

Principal Consultant @Aerospace Defence Security & Technology - Atkins

15h • Edited •

I have been doing some research on Prompt Engineering and have now compiled an article entitled: "Prompt Engineering Basic Techniques". Hope you will find it useful in your prompt engineering journey 😊

[#prompt](#) [#prompting](#) [#promptengineering](#) [#promptengineer](#)



Source: generative ai icon - image created from Microsoft Bing

- **What is a Prompt?**
- **What is Prompt Engineering?**
- **Use Cases for Prompt Engineering**
- **Key Principles**
- **General Tips**
- **Prompting Techniques**
- **Chain of thought prompting**
- **How to avoid Hallucination**
- **Prompting Hacks**
- **Iterative approach**

[My article: \(1\) Prompt Engineering basic techniques | LinkedIn](#)

GenAI Business Analyst



(Source: <https://chatgpt.com/q/q-GNuVH1jzw-z-the-business-analyst>)



Z, The Business Analyst

By Mohamed Zaharan 

Z, The Business Analyst, enhances your business strategy and operations using IIBA standards. Specializing in agile methodologies, data analytics, product ownership, and digital transformation—let's unlock your potential together.

Hey Z,

As a Business Analyst, can you develop a business...

As a Business Analyst,

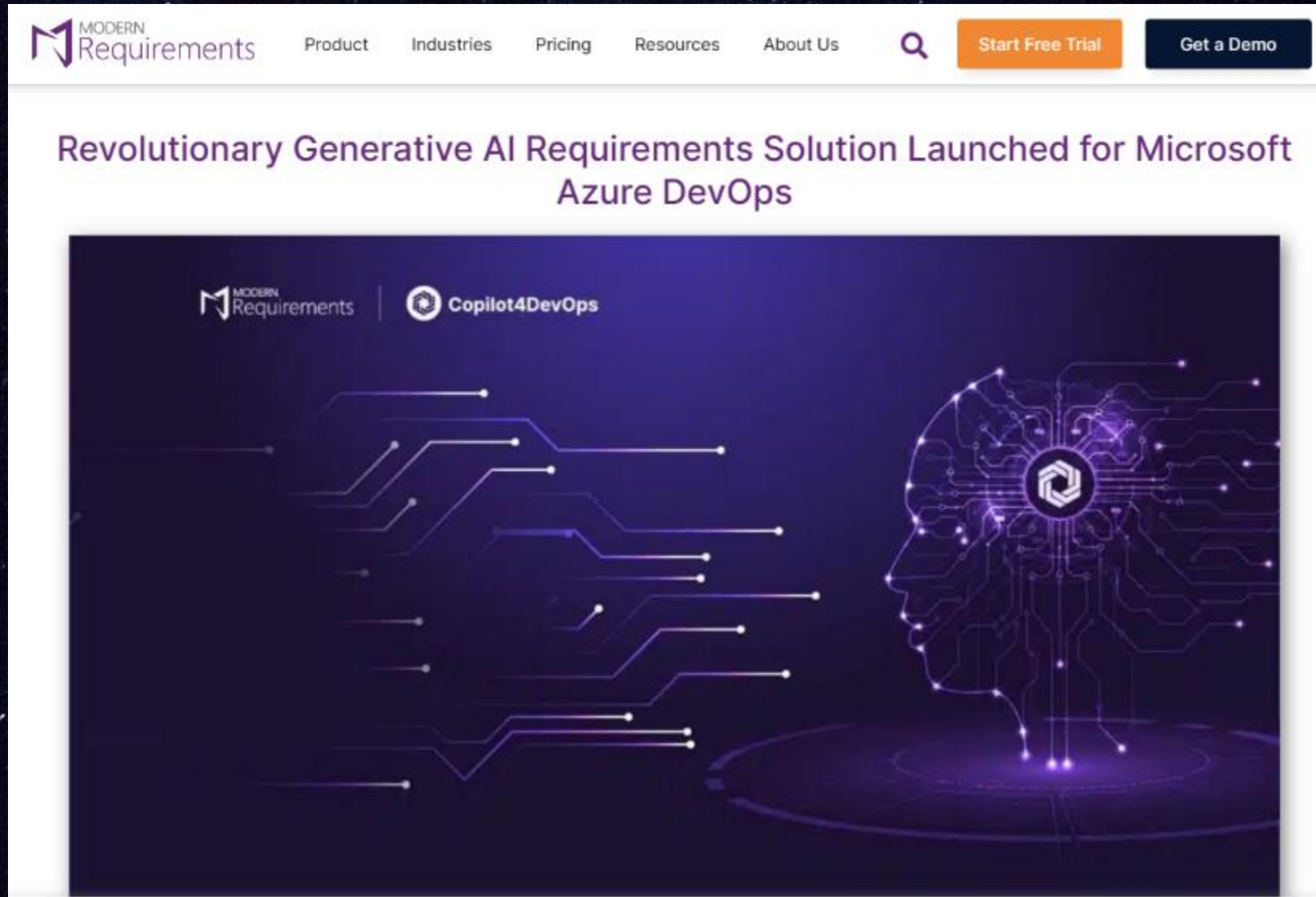
As a Business data Analyst,



Message Z, The Business Analyst



AI-generated Requirements



The image is a screenshot of the Modern Requirements website. At the top, there is a navigation bar with the company logo on the left and several menu items: 'Product', 'Industries', 'Pricing', 'Resources', and 'About Us'. To the right of the menu items is a search icon and two buttons: 'Start Free Trial' (orange) and 'Get a Demo' (dark blue). Below the navigation bar is a main heading in purple text: 'Revolutionary Generative AI Requirements Solution Launched for Microsoft Azure DevOps'. Underneath the heading is a large graphic with a dark blue background. The graphic features a stylized human head profile on the right side, composed of glowing purple circuit lines. In the center of the head is a circular logo with a white geometric pattern. To the left of the head, there are several horizontal lines of varying lengths, also composed of glowing purple circuit lines, suggesting data flow or connectivity. In the top left corner of the graphic, there are two logos: the Modern Requirements logo and the Copilot4DevOps logo.

(Source: [AI Requirements Solution Launched for Microsoft Azure DevOps \(modernrequirements.com/\)](https://modernrequirements.com/))

AI-generated modelling

ChartAI New Features! Buy Credits New

Model: GPT-4 | Temp: 1

+ New chat

Search...

Entity Relationship Diagram

Timeline

Gantt Chart

Sequence Diagram: Blogging ...

Flowchart

Clear conversations

Show me a sequence diagram with a message to self in a loop example.

```
sequenceDiagram
    participant Alice
    participant Bob
    participant John
    Alice->>John: Hello John, how are you?
    activate John
    loop [Healthcheck]
        John->>John: Fight against hypochondria
    end
    John-->>Alice: Great!
    John->>Bob: How about you?
    Bob-->>John: Jolly good!
    John->>John: Jolly good!
```

Regenerate response

Type "/" to see the available charts. Input your idea or data

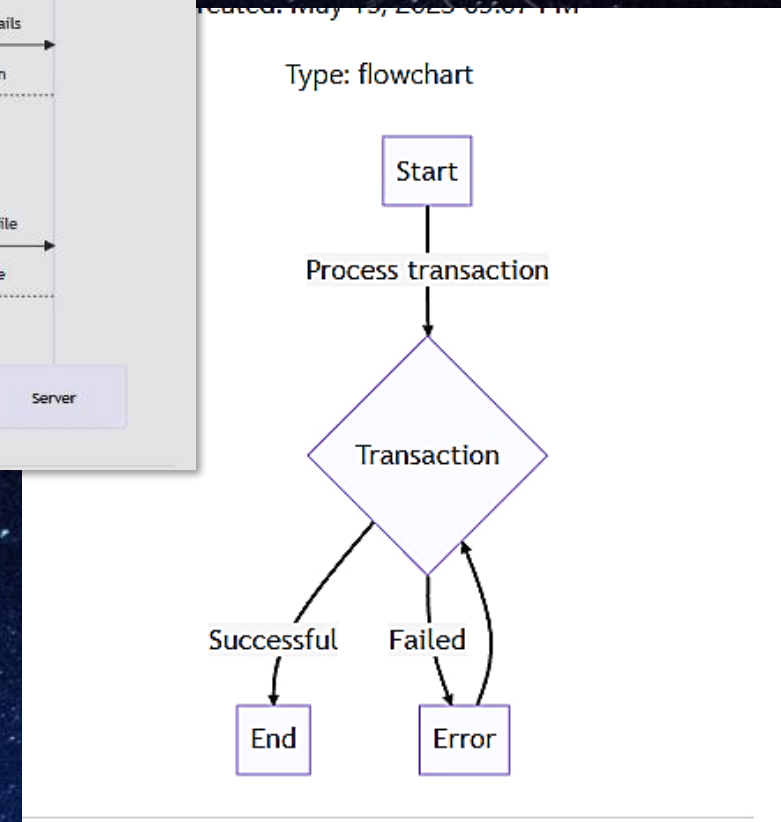
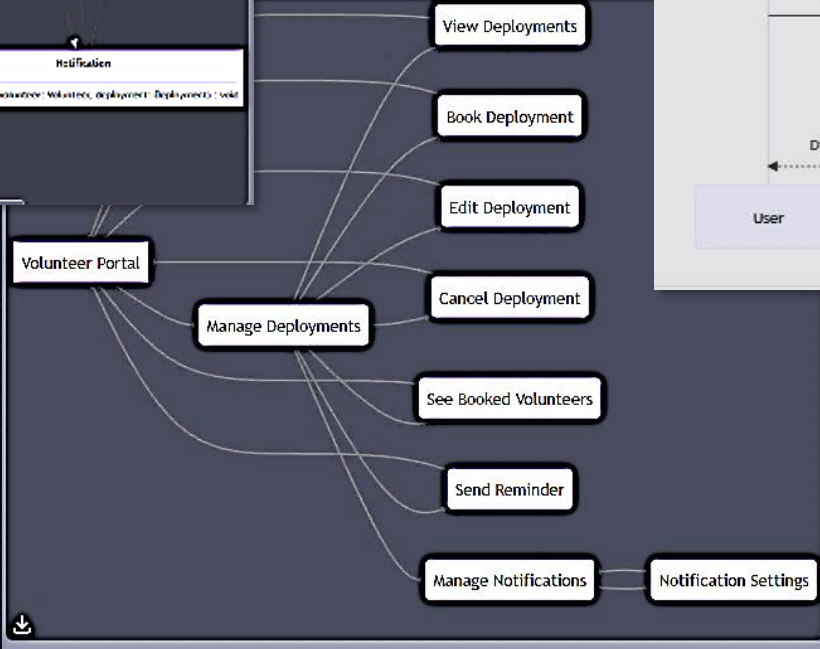
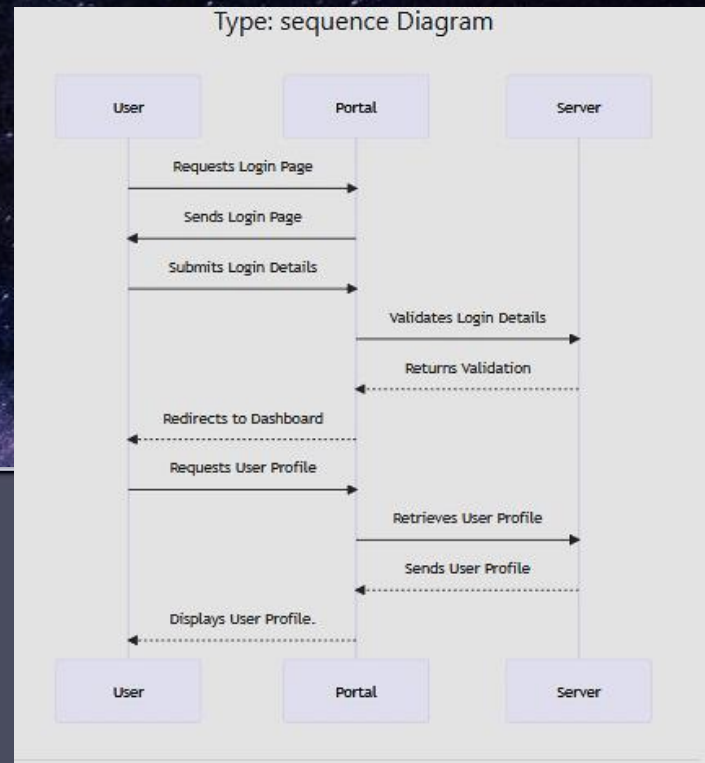
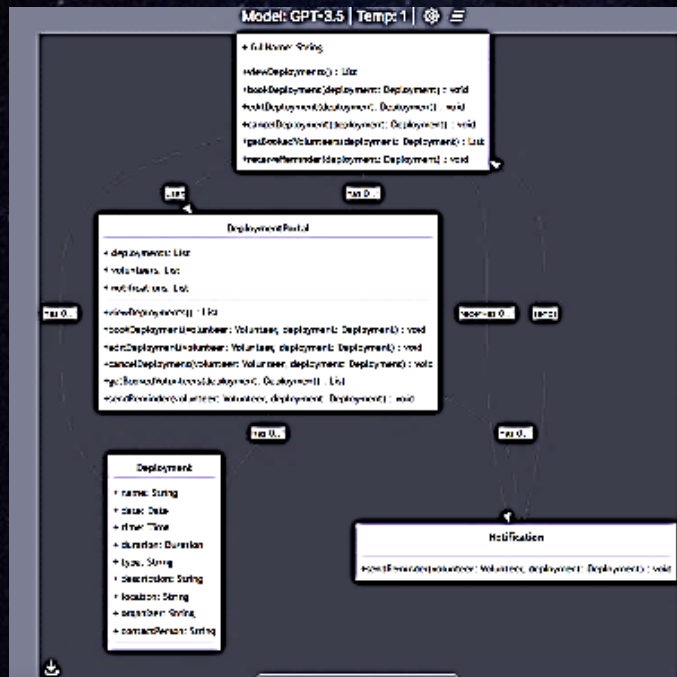
+ New prompt

Search...

- Pie Chart
- Flowchart
- Sequence Diagram
- Gantt Chart
- Timeline
- Donut Chart
- Data Visualization
- Entity Relationship Diagram
- Bar Chart
- Grouped Horizontal Bar Ch...
- Heat Map
- Stacked Bar Chart
- Edit Diagram
- Chart Interpreter

(Source: <https://https://chartai.io/>)

AI-generated modelling



(Source: <https://https://chartai.io/>)

10 top tips to transition into a "Thinker"

#1: Assess skills and identify areas for improvement

#2: Develop thought leadership & innovative thinking

#3: Embrace Generative AI to automate routine tasks

#4: Cultivate soft skills

#5: Acquire strategic advisory skills

#6: Foster a culture of continuous learning & improvement

#7: Champion change & innovation

#8: Build strong relationships with stakeholders

#9: Measure & demonstrate the value of our contribution

#10: Embrace a strategic mindset



Thinkers

(Implementation of the 10 top tips are listed in the Appendix)

Recap

- AI will not replace you but the person using it will
- Embrace AI or risk replacement

Demystifying
AI



- Adapt your mindset to thrive in the AI Era
- Acquire AI literacy skills to become fluent in AI

Planned
skills training



- Use AI to solve problems, whilst saving your human brain power to solve the problems AI can't

Problem
solving



Key Takeaway

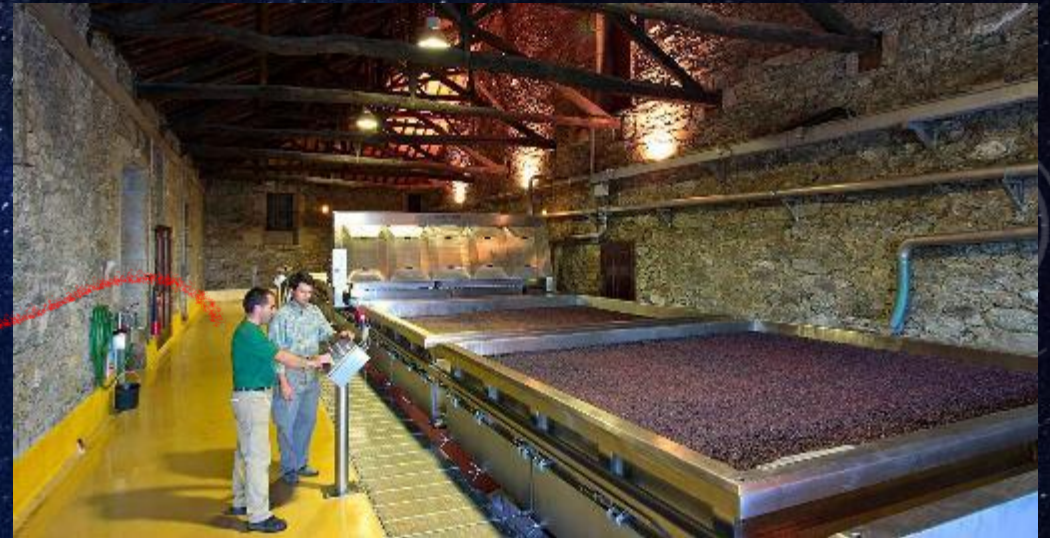


“Lagares” (in Spanish)



Grape treading process

Modern “Lagares”



Human Intelligence

At the end of the day, the best job is still done by humans. It is called the “Wine Tasting”.
Cheers !!



Q&A



Contact me

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- Website: <https://www.drkittyhung.com>
- LinkedIn: <https://www.linkedin.com/in/kitty-hung-phd-citp-fbcs-miiba-03120a66/>
- Book on Amazon:
 - Business Analysis in the Era of Generative Artificial Intelligence
 - Paperback Version
 - Kindle Version





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Appendix

10 top tips to transition into a “thinker”

#1: Assess skills and identify areas for improvement



Conduct a self-assessment of technical & soft skills



Identify gaps in our knowledge and expertise



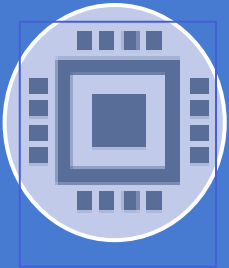
Prioritise areas for development



#2: Develop thought leadership & innovative thinking



#3: Embrace Generative AI to automate routine tasks



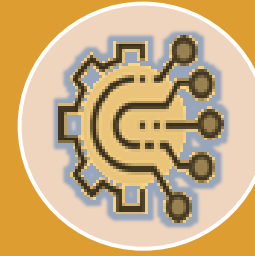
Familiarise ourselves with various Generative AI tools and their capabilities and limitation



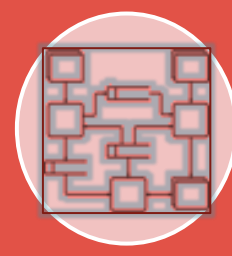
Develop AI literacy to distinguish quality AI output from misinformation. Check sources, biases, inconsistencies



Master prompt engineering to get higher quality AI outputs. Very important skills for Business Analysts / Advisors



Identify tasks that can be automated such as: producing requirements, writing user stories, writing acceptance criteria, ideating and drafting business process maps, analysis data, producing functional and non-functional specifications, communicating with stakeholders



Implement AI powered solutions to streamline our workflow and free up time for higher level thinking



#4: Cultivate soft skills



Focus on cultivating creativity, communication, emotional intelligence, thought leadership, strategic thinking, ethics and morality, critical thinking, reasoning, empathy and curiosity



Engage in training, workshops, mentorship / coaching programmes to enhance our soft skills



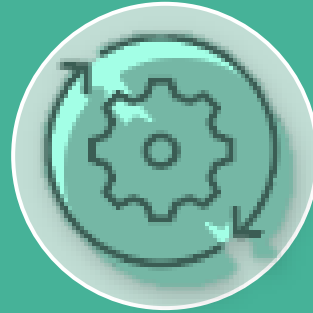
Practise applying our soft skills in the work place and seek feedback from colleagues and stakeholders



#5: Acquire strategic advisory skills



Develop deep understanding of organisational goals, objectives, risks and challenges



Align our work with the overall business strategy and contribute to the development of new initiatives



Provide data-driven insights and recommendations to support informed decision making



#6: Foster a culture of continuous learning & improvement



Stay up to date with industry trends, best practices, innovation on emerging technologies



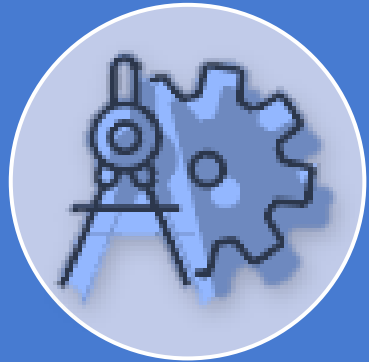
Participate in professional development opportunities through formal education, industry experience (e.g. shadowing), public events (e.g. conferences, seminars, webinars, workshops, focus groups), mentorship/coaching, networking, online learning / research, professional certification and membership (e.g. IIBA, BCS, IEEE)



Share our knowledge and insights with our team and encourage a culture of knowledge sharing and collaboration



#7: Champion change & innovation



Identify opportunities for process improvement and organisational change



Develop and present justification for innovation solutions that drive efficiency, cost savings, competitiveness, risk reduction



Embrace the adoption of agile mindset



Advocate automation to promote flexibility and adaptability



#8: Build strong relationships with stakeholders



Engage regularly with stakeholders to understand their pain points, needs, concerns, expectations



Communicate effectively and transparently to build rapport, trust and credibility



Collaborate with cross-functional teams to ensure the successful delivery of projects, programmes and initiatives



#9: Measure & demonstrate the value of our contribution



Establish metrics and key performance indicators (KPIs) to track the impact of our work and influence against organisational performance (growth, profitability, competitiveness, success)



Regularly report on our progress and achievements, highlight the value we bring to the organisation



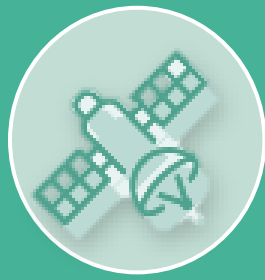
Seek feedback from stakeholders and use it to continuously improve our performance and contributions



#10: Embrace a strategy mindset



Approach our work with long term, high level, big picture perspective



Anticipate future challenges and opportunities, and develop proactive strategies to address them



Contribute to the development of the organisation's strategic plans and initiatives



Develop deep understanding of organisational goals, objectives, risks and challenges



Align our work with the overall business strategy and contribute to the development of new initiatives



Provide data-driven insights and recommendations to support informed decision making

