



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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From Chaos to Clarity: Building a BA Service Definition

Introductions



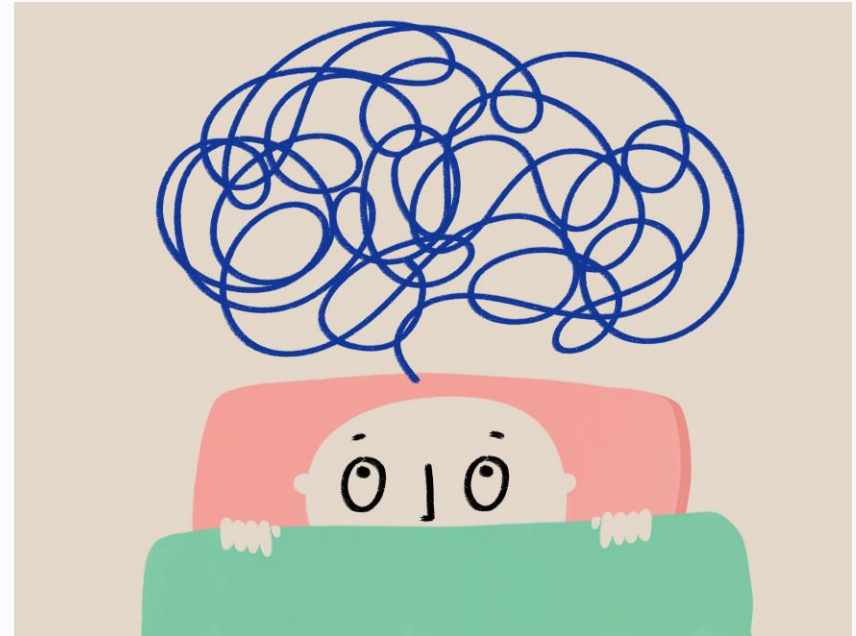
Carys Hayler
Business Analysis Team Lead at
University of Cambridge



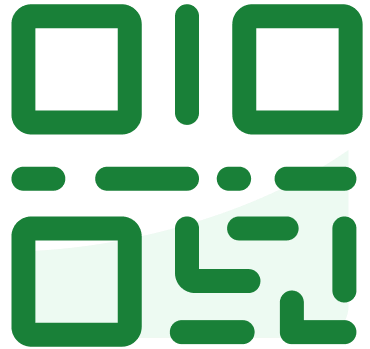
Sinead Torley
Principal Consultant at Herd
Consulting

One of the key issues facing business analysis is the lack of understanding that surrounds the business analysis role*

*Delivering business analysis : The BA service handbook



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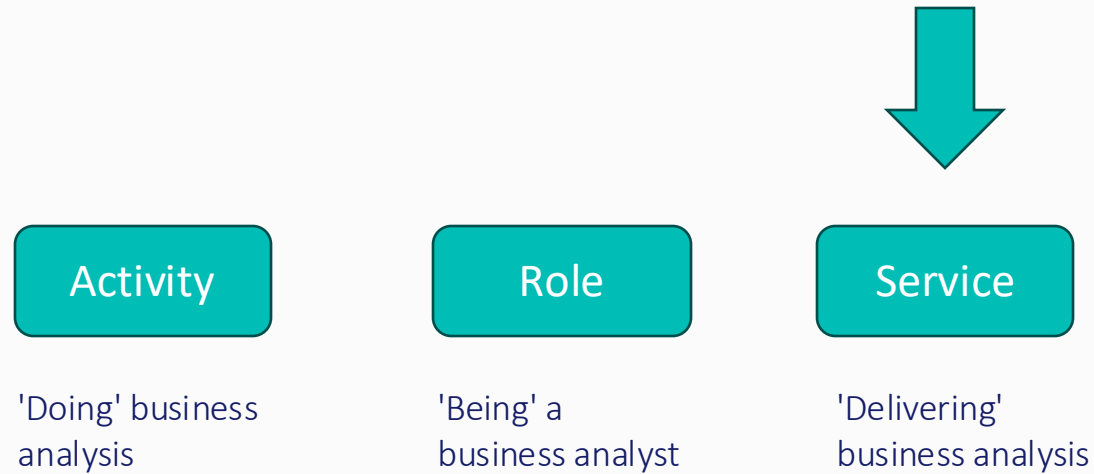
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What issues does a lack of understanding of the BA role cause?

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Looking at business analysis as a service:



What we will cover:

- Why define a BA service?
- What is a BA service definition?
- Creation & implementation journey
- Creating your own
- Value proposition
- Challenges & lessons learnt
- Q&A

Why define a BA service?



Why having a well defined BA service matters:

Advancements in technology & changes to business working practices have caused business analysts to be under pressure to;

- take on new tasks
- adapt their approaches
- & even provide rationale for why a business analysis team should exist



Challenges faced by BA teams

- Role ambiguity
- Not being engaged early enough in the project
- Turf wars!

If these issues aren't addressed, it can limit recognition of the value business analysis can offer



Why University of Cambridge needed a BA Service Definition

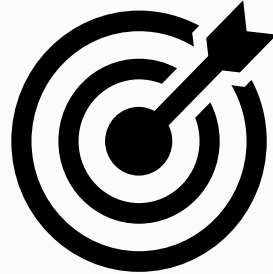
- Some less experienced BAs in the team
- We're more than just requirements and process maps!
- Often excluded from pre-project work

What is a BA service definition?



The concept of Business Analysis as a service

Viewing business analysis as an **internal service** that provides skills & knowledge & has the potential to support the organisation such that **beneficial outcomes** are realised



Purpose & objectives

Provide a relevant, understandable definition of business analysis & the business analyst role

Support engagement with project and business stakeholders

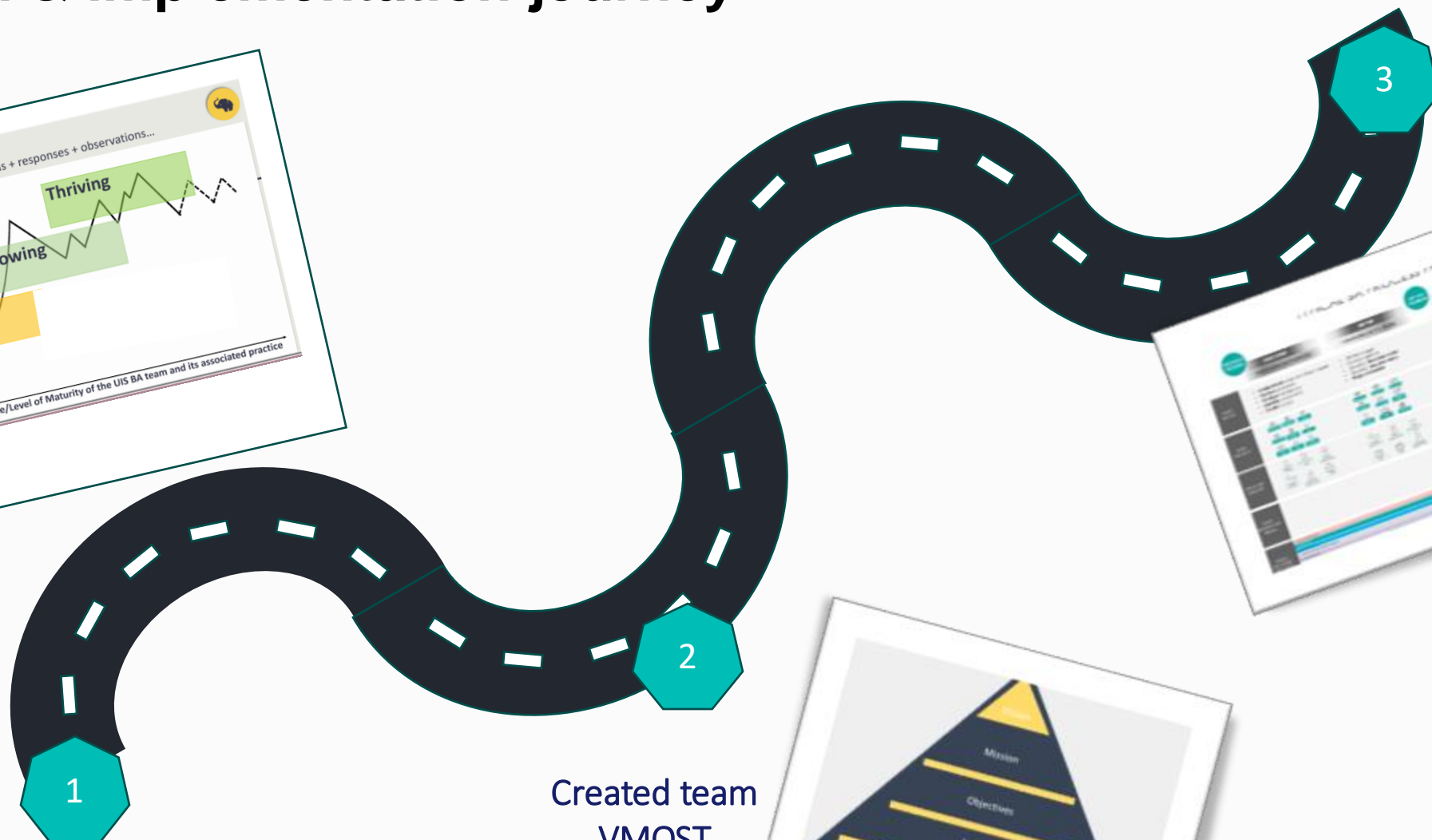
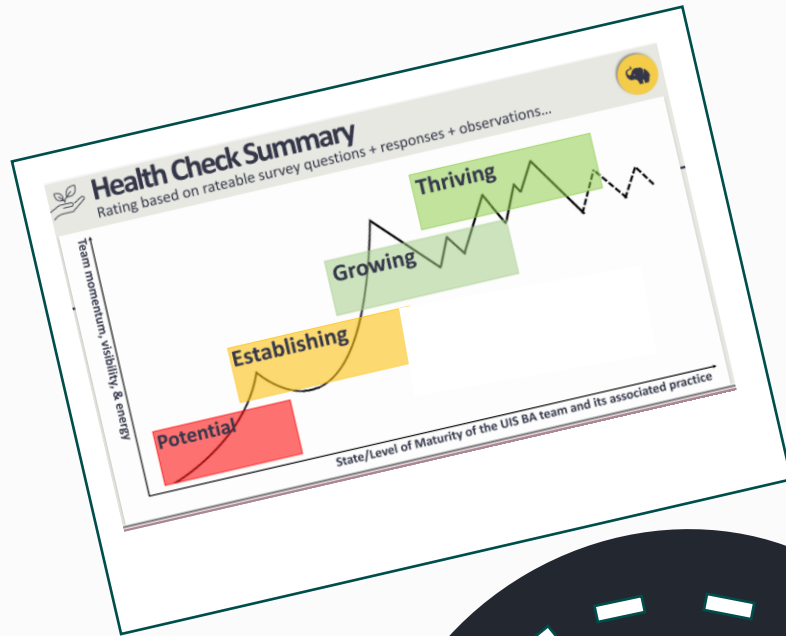


Benefits of a service definition

- ✓ Can improve recognition & engagement
- ✓ Improve clarity of role
- ✓ Clarify boundaries/scope of what you do (& don't do!)

Creation & implementation journey

As-is service offering

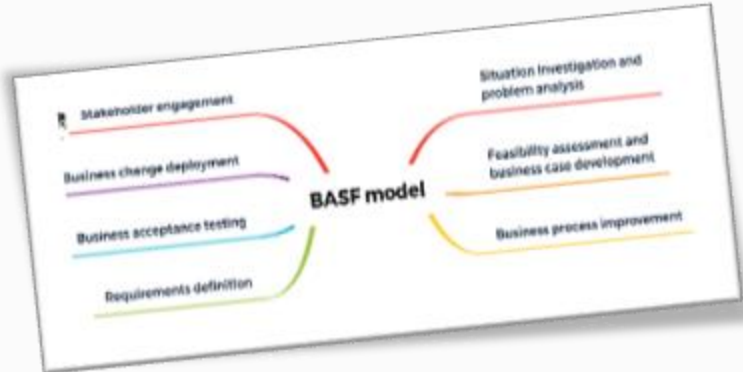


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CoP Health Check

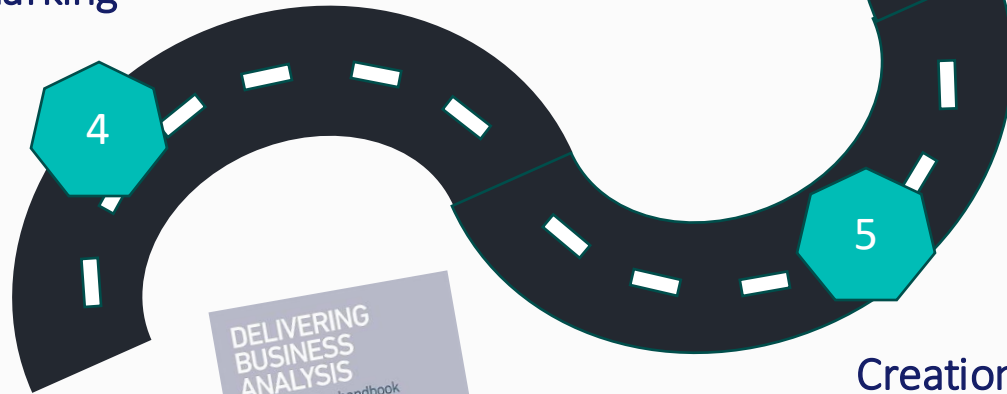
2
Created team
VMOST



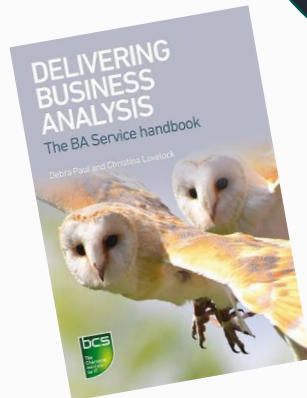
Creation & implementation journey



Benchmarking



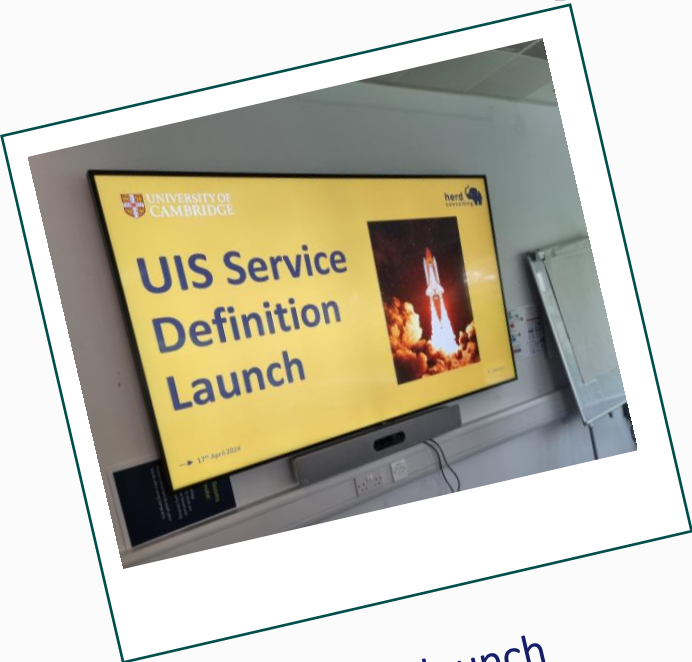
Creation of service catalogue



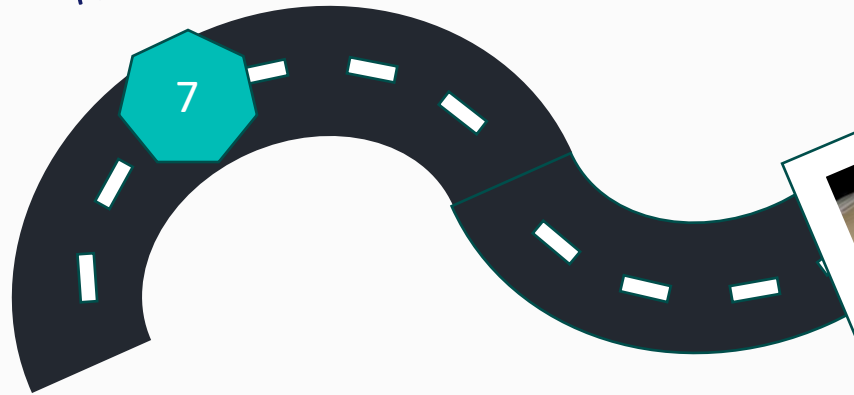
Alignment to goals & initiatives



Creation & implementation journey



Team launch



Next steps



How's it going?



"The Service Definition was really useful to see what I planned to deliver was what was expected"

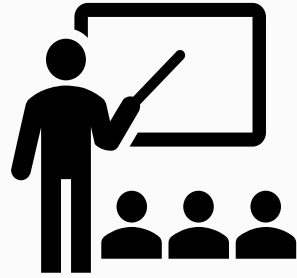
"I'll refer to the Service Definition in that first discussion with the Programme/Project Manager to ensure we're on the same page and our expectations are matched."

~Amanda Howard, Business Analyst

Challenges & lessons learnt



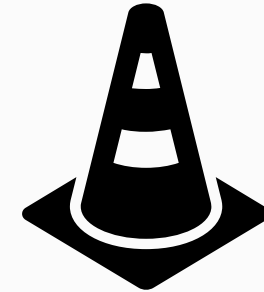
Challenges



Lessons learnt

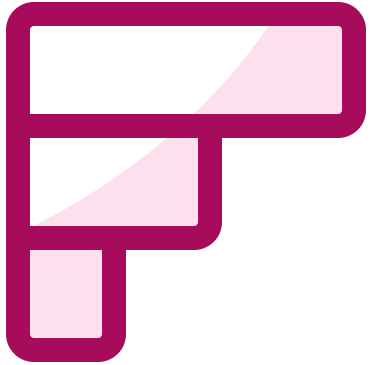


Best practice



Pitfalls to be aware of

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Do you have a well defined BA service definition?

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Questions?



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