



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Senior Consultant, PA Consulting

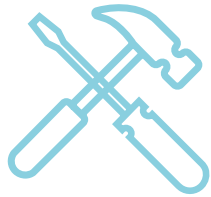
Who am I?

- BA expert with 8 years of experience, 5+ in consulting
- Advocate and thought leader on how Generative AI will change Business
- Author of the forthcoming book “AI in Business: A New Tomorrow”

And who are you?

- Business Analyst, or
- A consultancy, or
- Interested in how AI is going to re-shape business

BA Delivery in an AI-Augmented world: Will we even be needed?



AI Augmentation: Adapt or Die

AI First: Move Early, Pivot or Exit

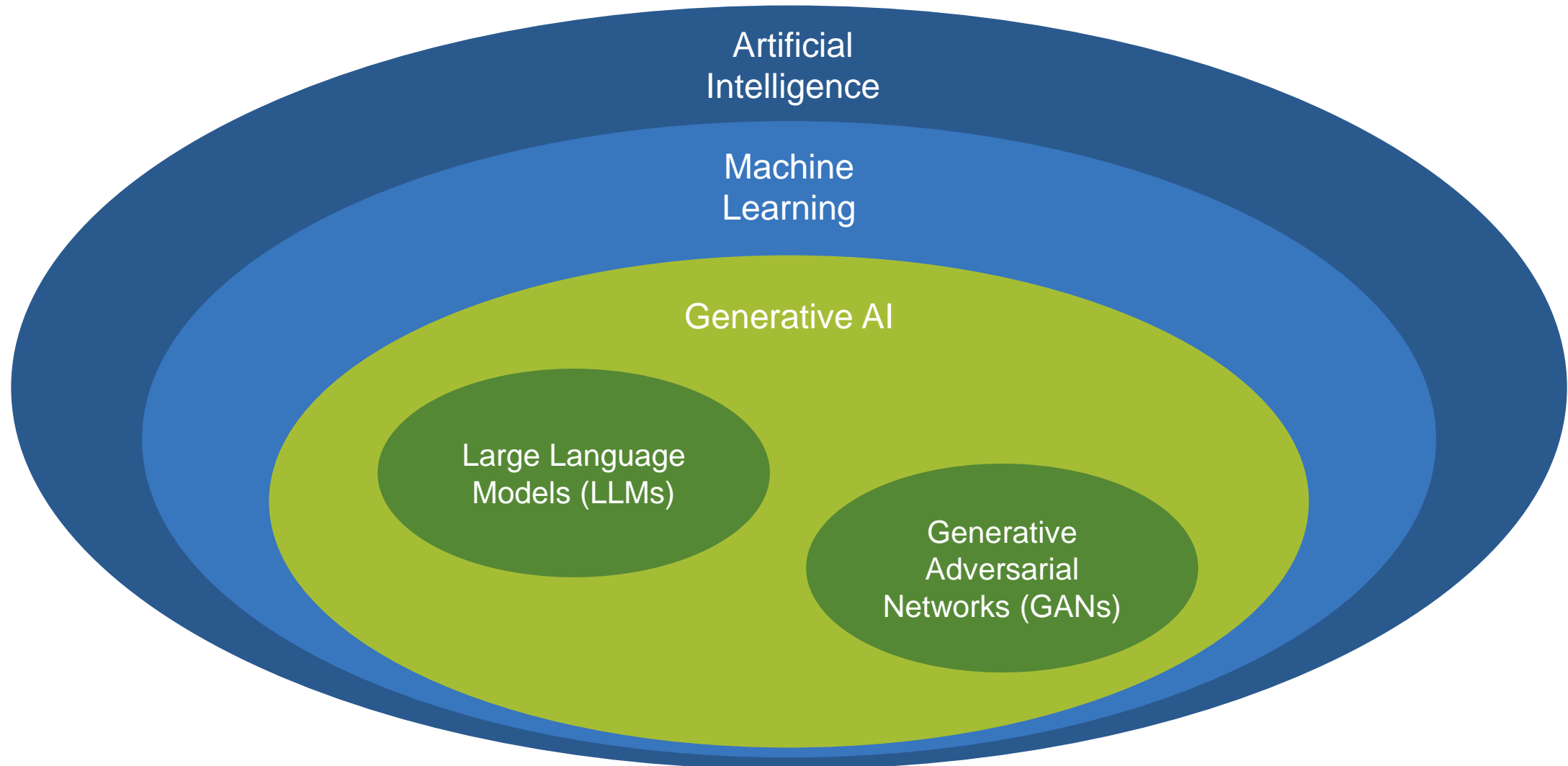
Pivoting: Value points

An adapt or die decision point: **augment and stay competitive, or lose out to cheaper, faster competition**

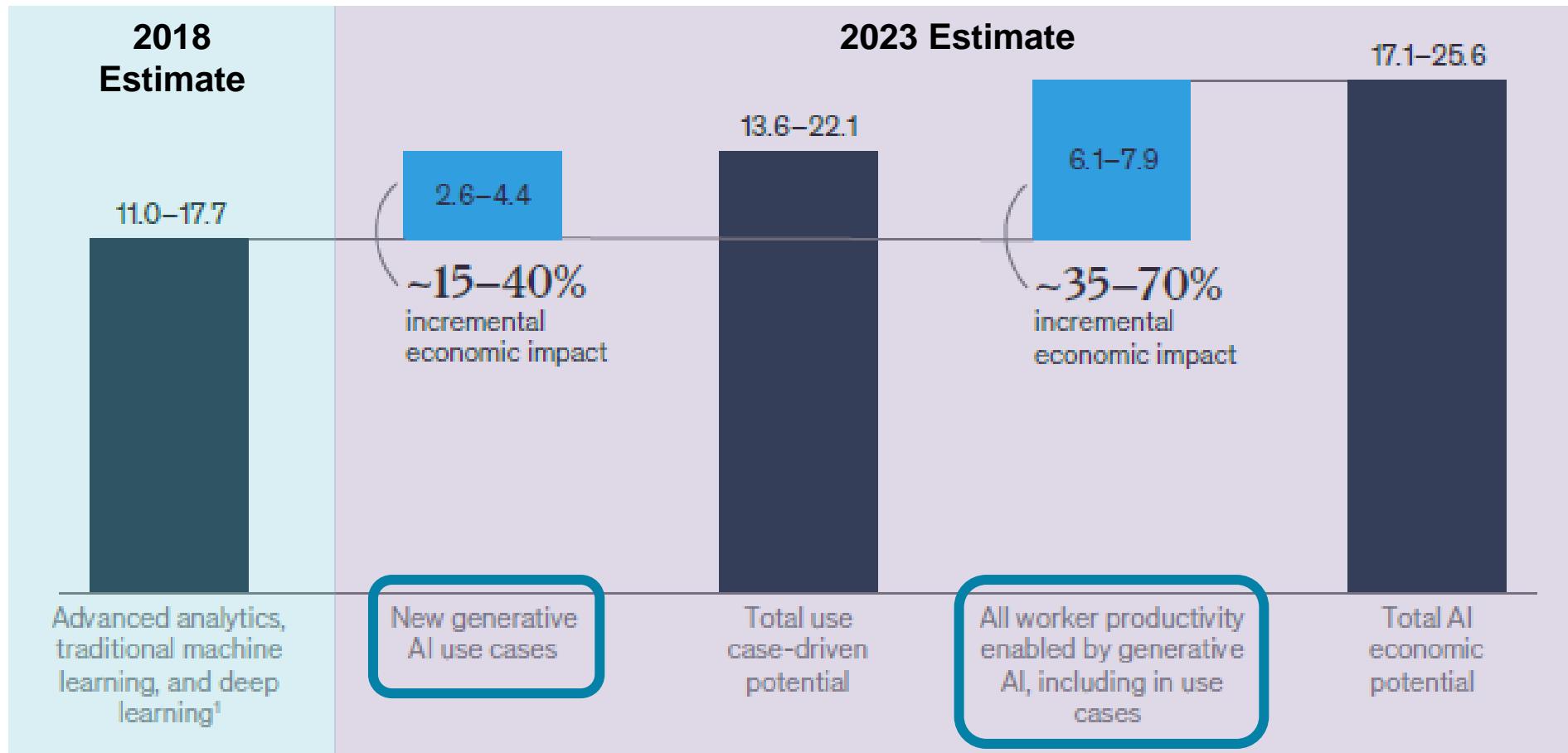
In the longer term, **more automation with virtual consultants** will be the core offering to delivering BA

What isn't effectively automatable becomes the value point for BAs

What is Generative AI?



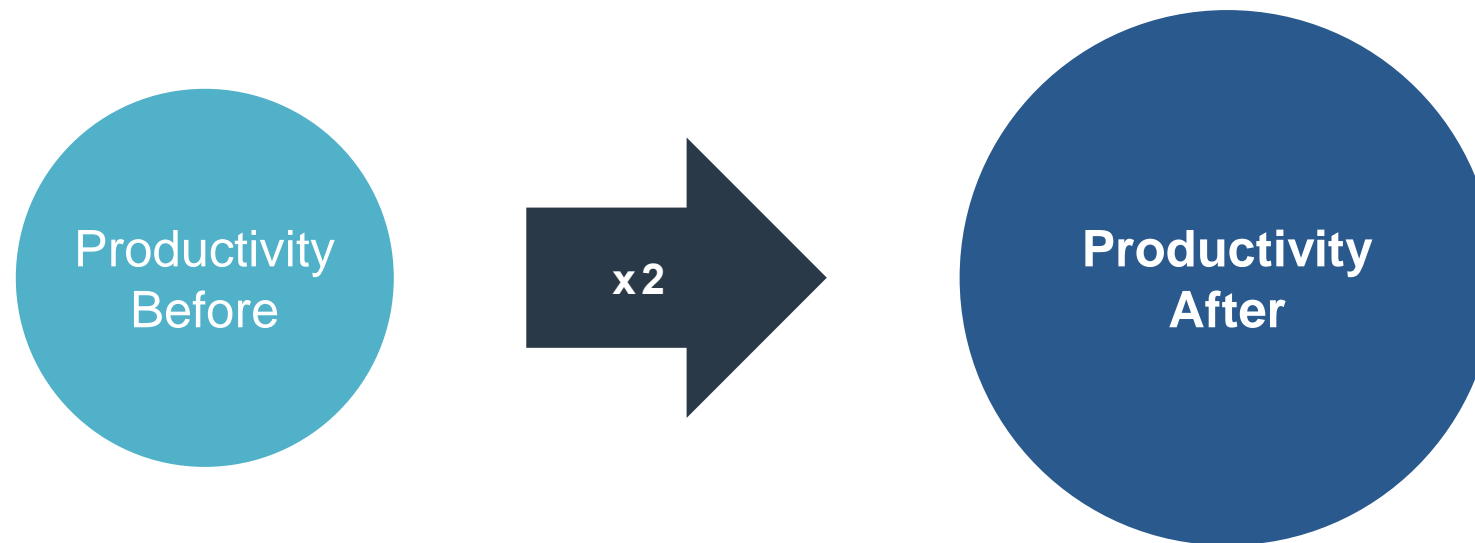
Predicted value of AI is in the tens of trillions



¹Updated use case estimates from "Notes from the AI frontier: Applications and value of deep learning," McKinsey Global Institute, April 17, 2018.

McKinsey & Company

Productivity is predicted to double



We see major jumps forward with information propagation advances



70,000 BCE

Spoken Language

Enabled transmission of culture, social structures and collective learning



1446 CE

Printing Press

Led to the Reformation, the Renaissance, and the scientific revolution via the spread of literacy and information



1983

The Internet

Led to the digital revolution, transforming economies and societies

3400 BCE

Written language

Enabled complex societies via preservation and dissemination of knowledge



1830s – 1930s

Telecomms

Enabled the modern state, revolutionising long-distance communication



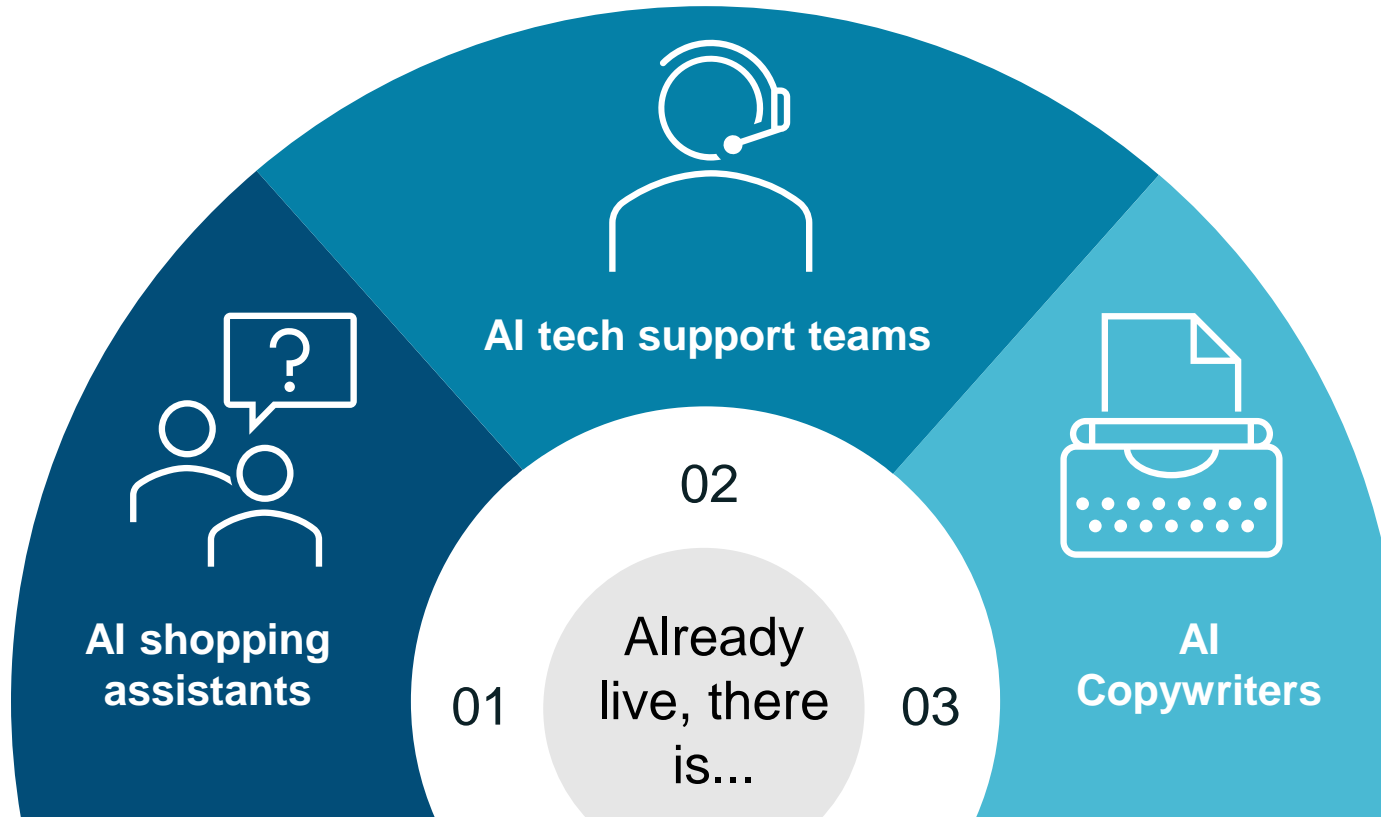
Now

AI

Enables an unprecedented propagation rate of literacy & information



AI is going to be everywhere



At highest impact are “highly skilled jobs”.

Where will AI have the biggest impact?

New Ground

Where there are blue ocean opportunities with significant new revenue streams

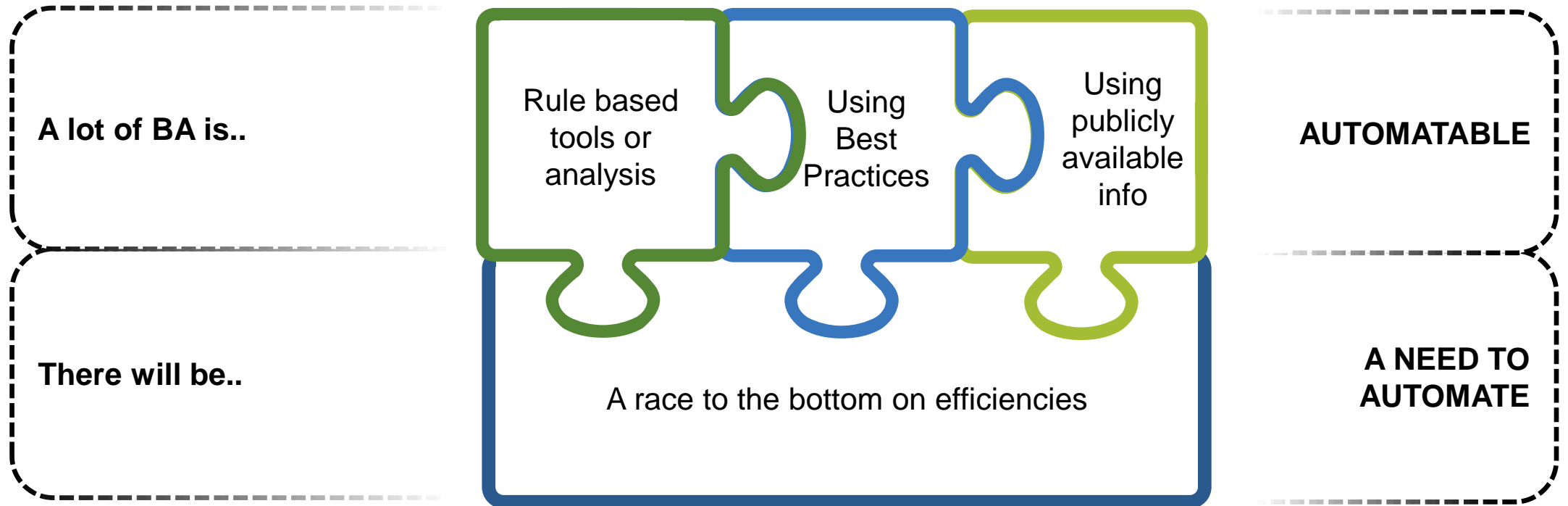
Big Savings

Where costs are high, and there are opportunities for significant savings

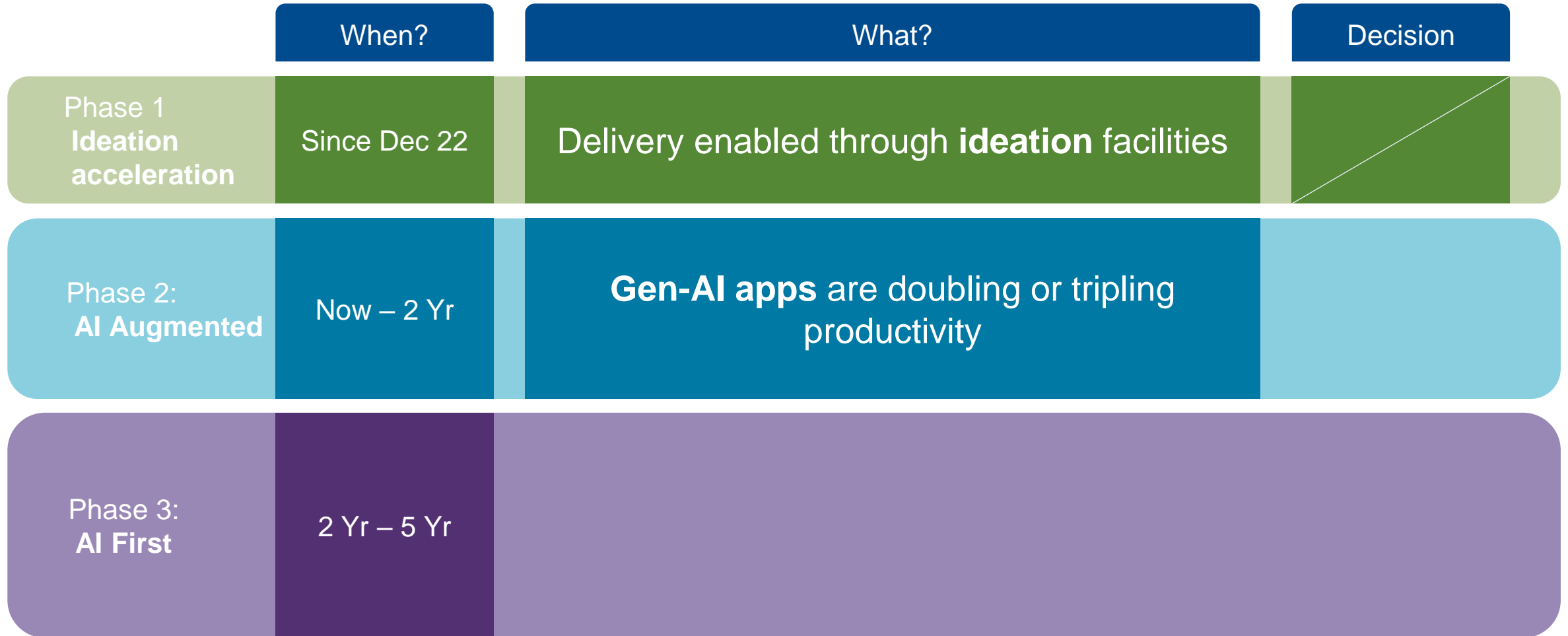
So, the question to answer:

Business Analysis Delivery in an AI-Augmented World: will we even be needed?

Initial facts



The 3 phases

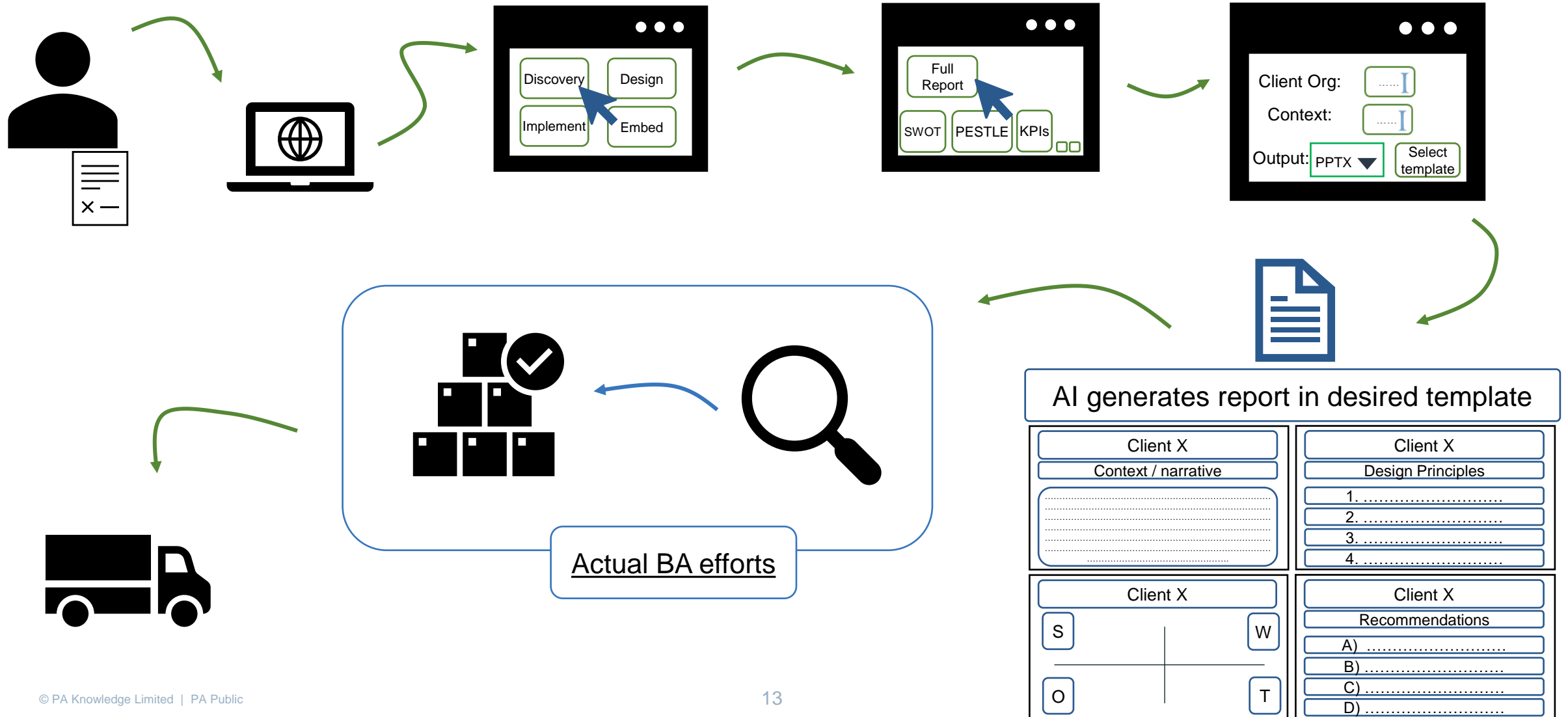


AI Augmented: The near-term future

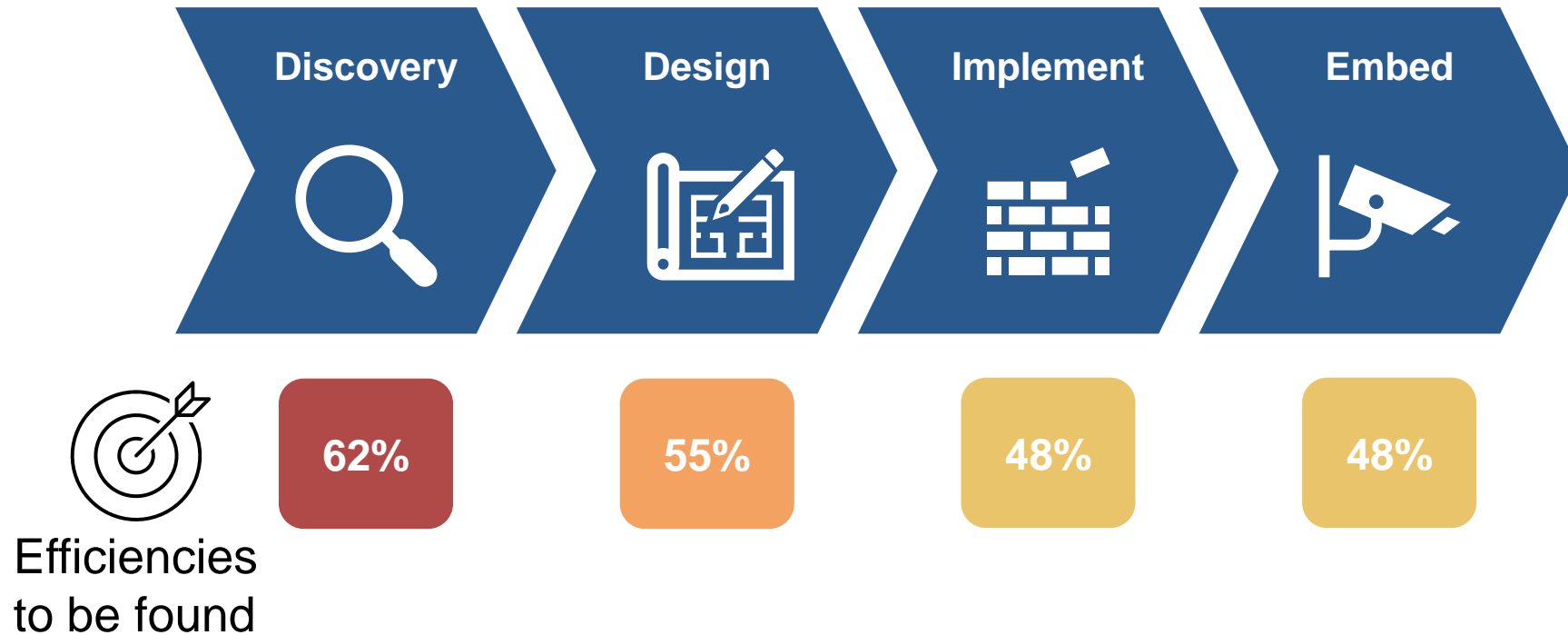
Point and Click Apps

Validated and iterated
by the human BA

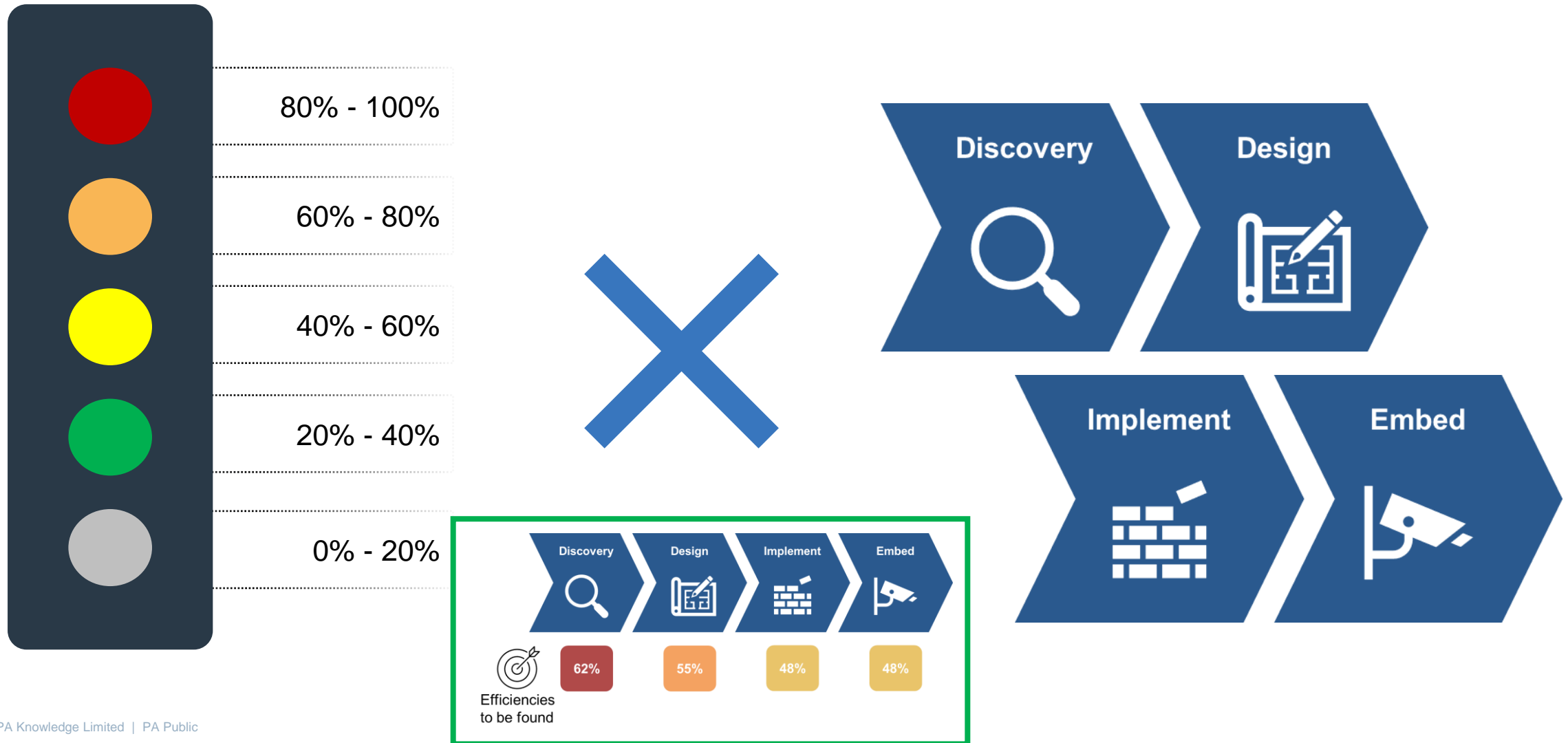
Concept: BA Augmentation platform of the near future



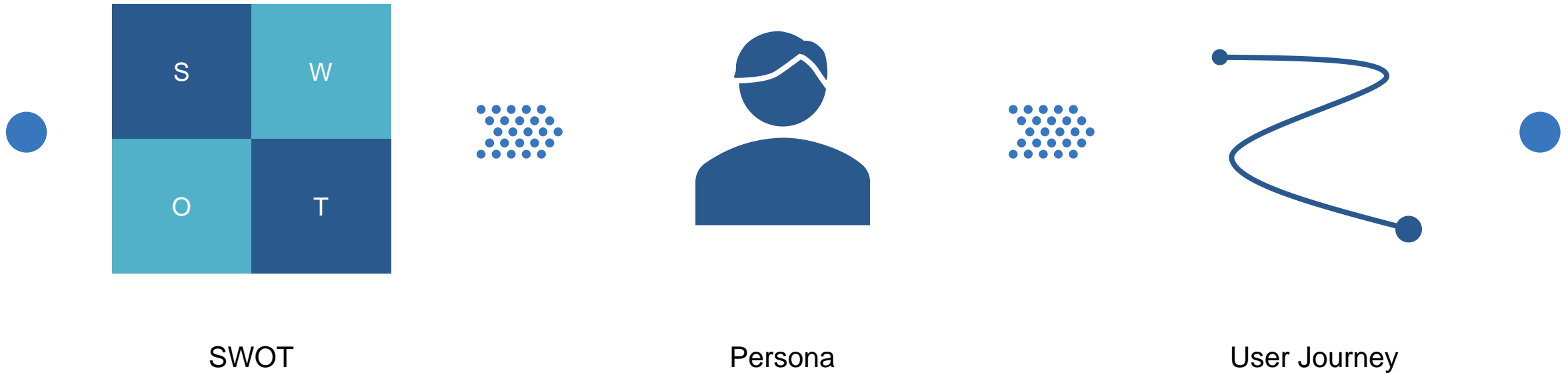
AI Augmented: Efficiencies to be found



AI Augmented Efficiencies: The Analysis



Exploring the theory: Overview



Exploring the theory (1): SWOT



Exploring the theory (2): Personas

Tailoring

"You are a business analyst..."

+

0-shot Chain Of Thought

"Let's think step by step"

+

"Create a persona for..."



Results

- User Persona with personal:
 - Influences
 - Pain Points
 - Concerns

Exploring the theory (3): User Journeys

Tailoring

"You are a business analyst..."

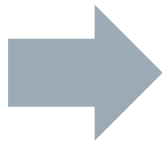
+

0-shot Chain Of Thought

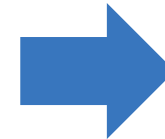
"Let's think step by step"

+

GPT store:
"Diagrams:
Show Me"



"Produce a user journey for..."



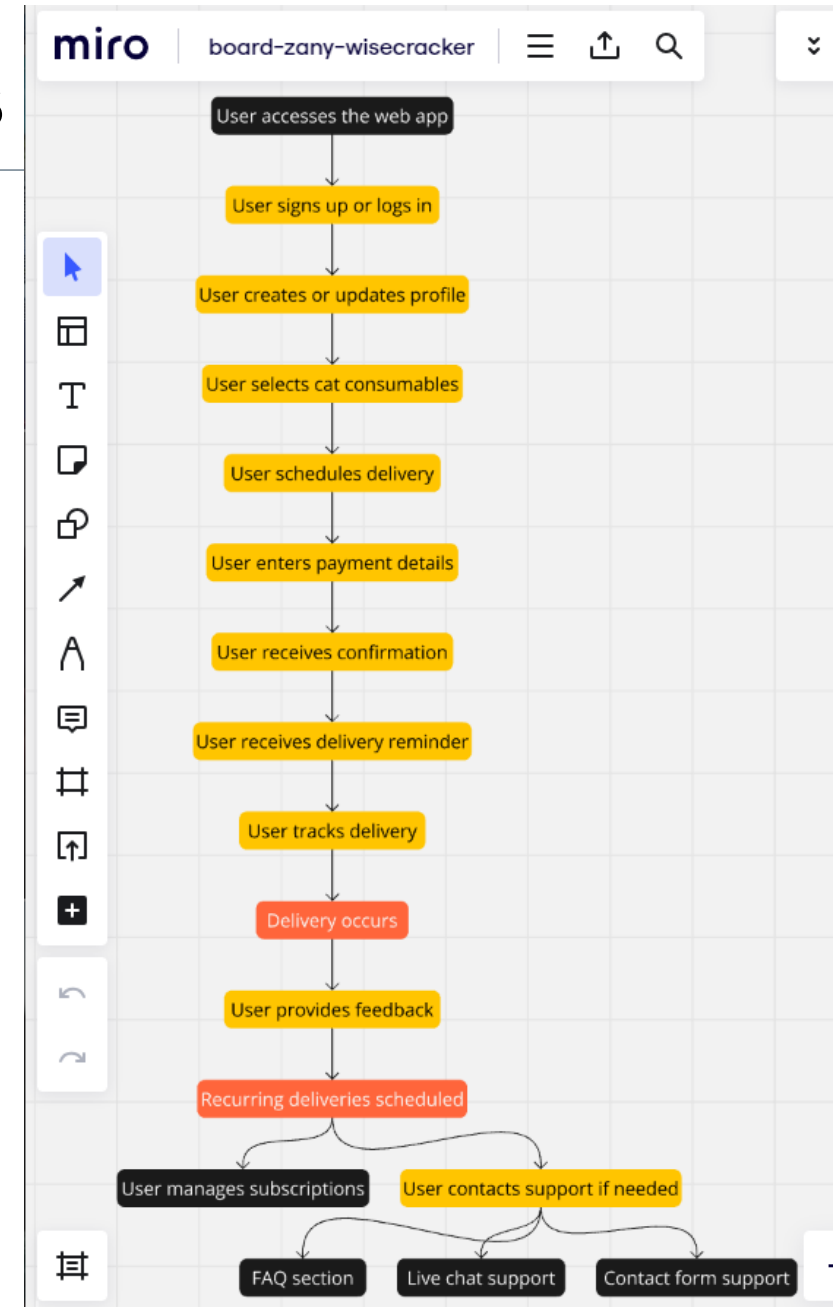
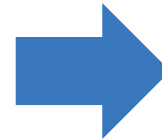
Results

- A full draft user journey diagram
- Editable in Miro

Exploring the theory (3): User Journeys

Results

- A full draft user journey diagram
- Editable in Miro



Analysis efficiencies realised: Real examples



A large oil
and gas
company

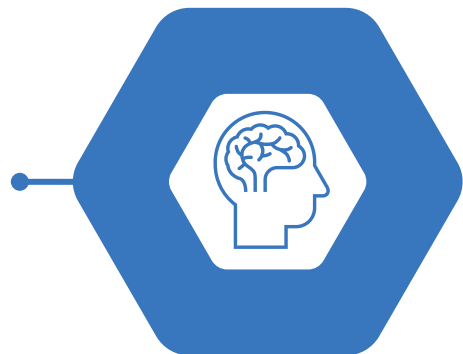


The 3 phases

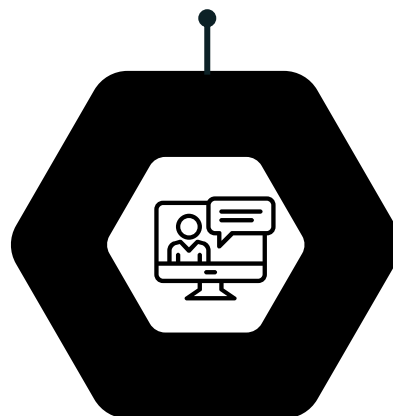
	When?	What?	Decision
Phase 1 Ideation acceleration	Since Dec 22	Delivery enabled through ideation facilities	
Phase 2: AI Augmented	Now – 2 Yr	Gen-AI apps are doubling or tripling productivity	ADAPT or DIE
Phase 3: AI First	2 Yr – 5 Yr	“Virtual professionals” are leading engagements	

AI First: “Virtual Professionals” are the long term future

In all knowledge industries and professional services

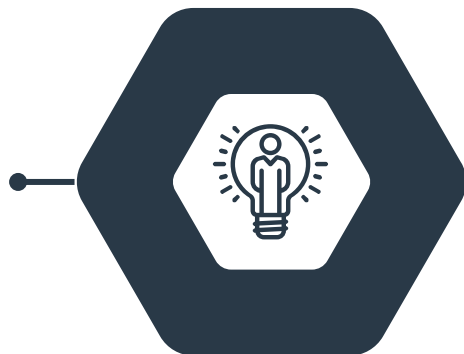


A technology stack that reasons, speaks, and can be represented on video.



Per-organisation

Integrated into old and new delivery models

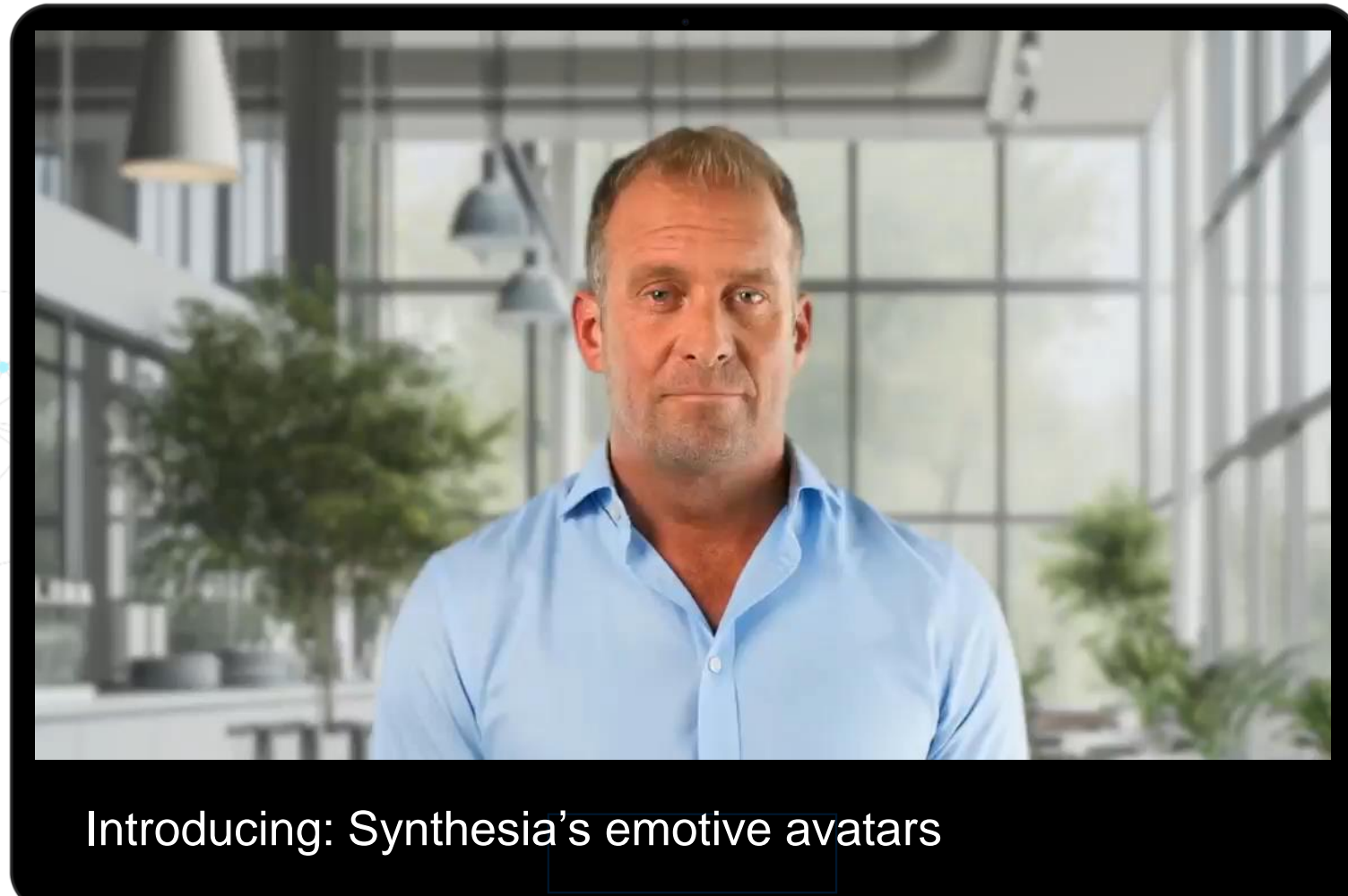


You will be talking to an artificial professional presented as an individual.



Across formats, with familiarity persistence

Emotive Gen-AI avatars are already here

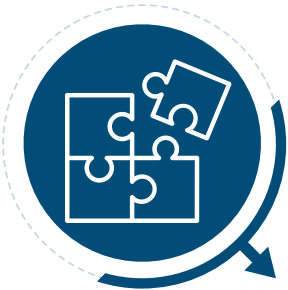


Introducing: Synthesia's emotive avatars

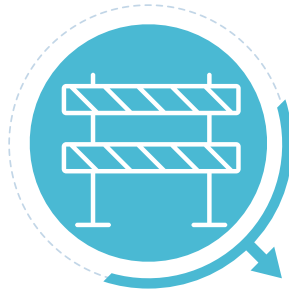
AI First: “Virtual Professionals” are the long-term future

Why?

Already headed
towards a modular
market



Technology
barriers are
reducing



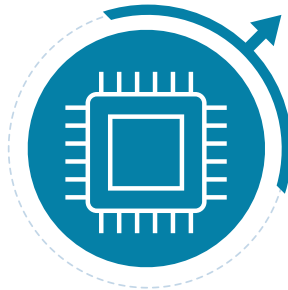
IP is king



Blue ocean
opportunities



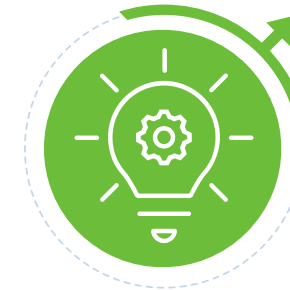
Compute costs are
dropping



Services must be
fully **assured** =>
specialisation



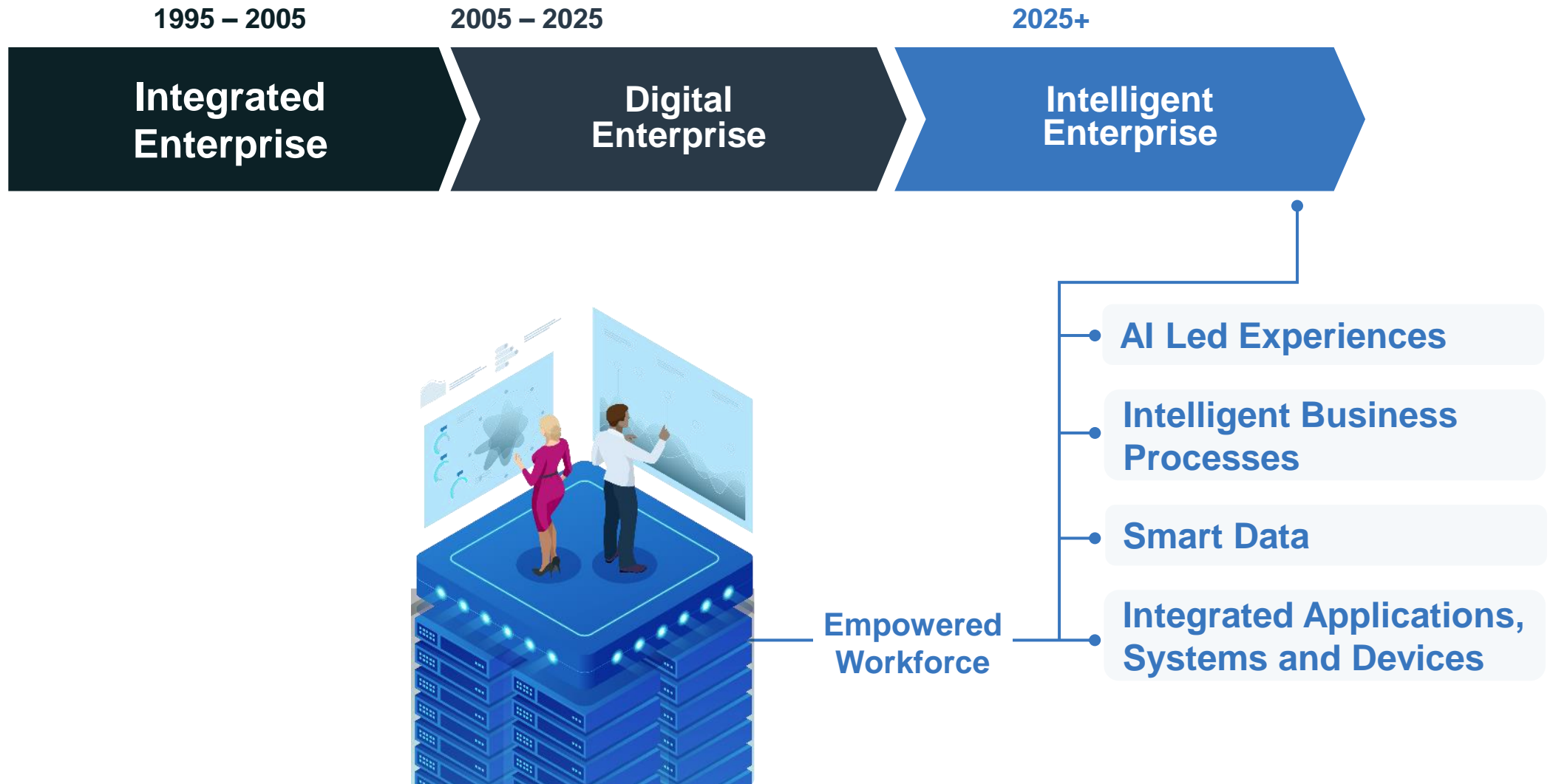
Better informed
and more
knowledgeable



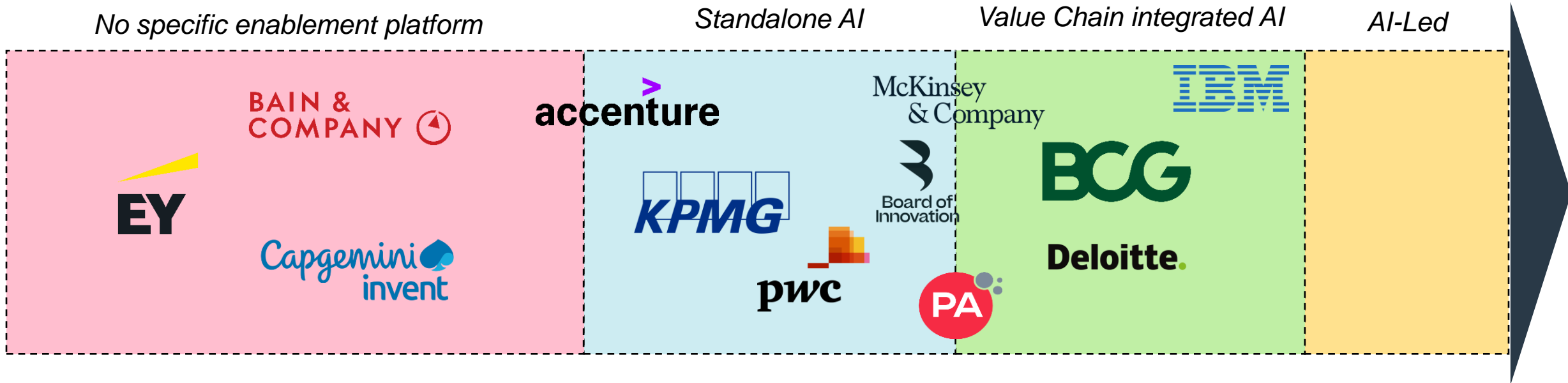
The 3 phases

	When?	What?	Decision
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Phase 3: AI First	2 Yr – 5 Yr	“Virtual professionals” are leading engagements	MOVE EARLY or PIVOT or EXIT

Intelligent Enterprise: the next evolution of Transformation



The consulting market is rapidly adopting AI technologies



In summary..

Delivery of BA will see 2 significant pivot points over the next 5 years:

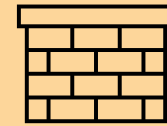
1 **AI Augmented** to which we must **ADAPT** or **DIE**

2 **AI First** delivery to which we must **MOVE EARLY** or **PIVOT** or **EXIT**.

Future value for BAs in the long term: **Where to pivot?**



What does AI need?



What's safe?

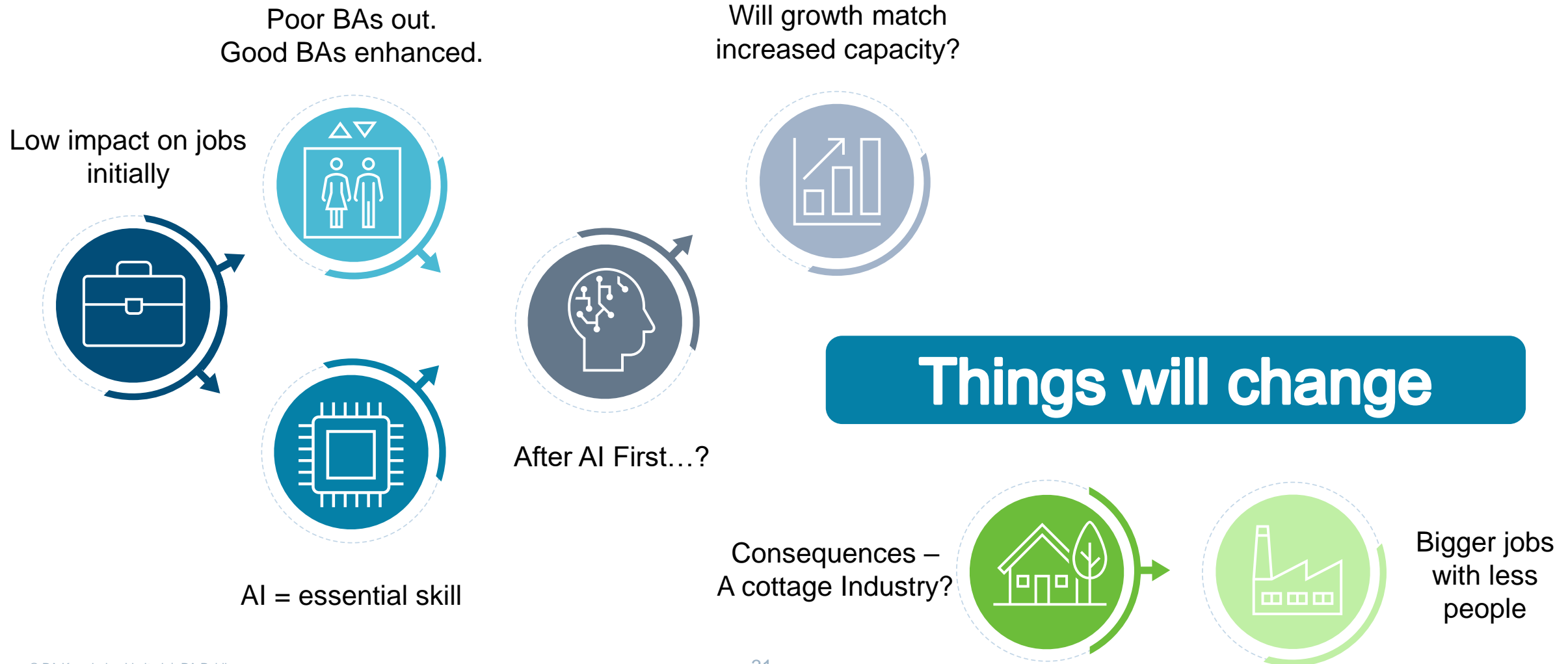


What can't an AI do?

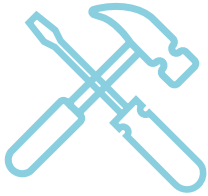


Where can't AI reach?

What might the future look like?



Wrap up: Key messages recap



AI Augmentation: Adapt or Die

AI First: Move Early, Pivot or Exit

Pivoting: Value points

An adapt or die decision point:
augment and stay competitive, or lose out to cheaper, faster competition

In the longer term, **more automation with virtual consultants** will be the core offering to delivering BA

What isn't effectively automatable becomes the value point for BAs

And remember...

"This is the stupidest these models will ever be"
~ Sam Altman, OpenAI CEO

Watch out for my forthcoming book: "AI in Business: A New Tomorrow" for more



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