



# BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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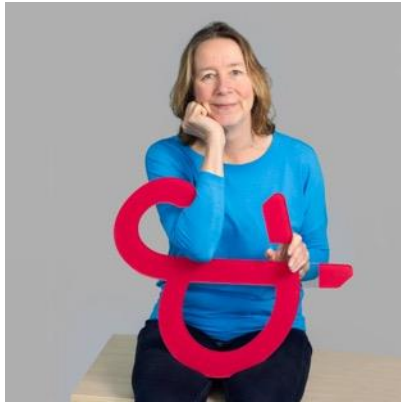
# The Perfect BA?

**Geertje Appel**

Business analyst, Trainer, Coach  
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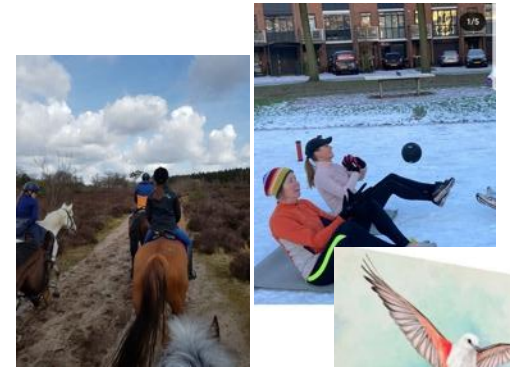


le blanc  
academy



# Geertje

Business analyst, Trainer, Coach



# What makes a perfect BA?

Certificates?

Subject  
matter  
training?

Toolkit?

Personal  
qualities?

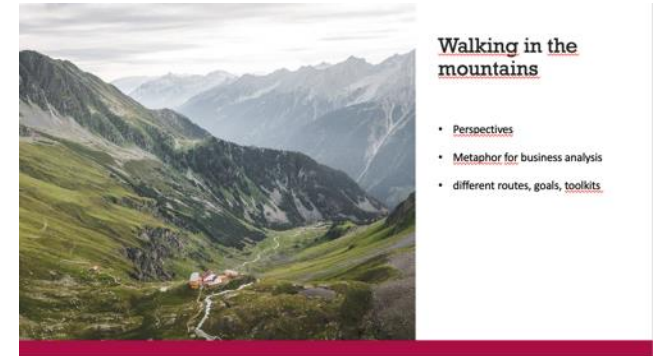
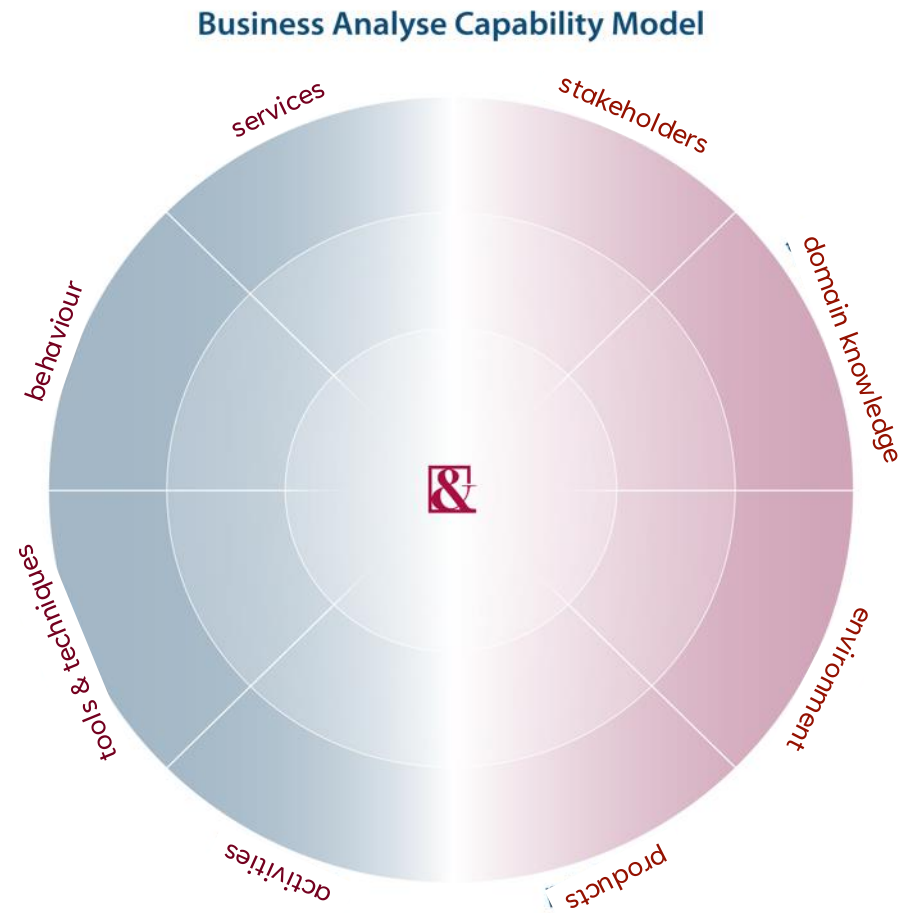
Mindset?

Experience?

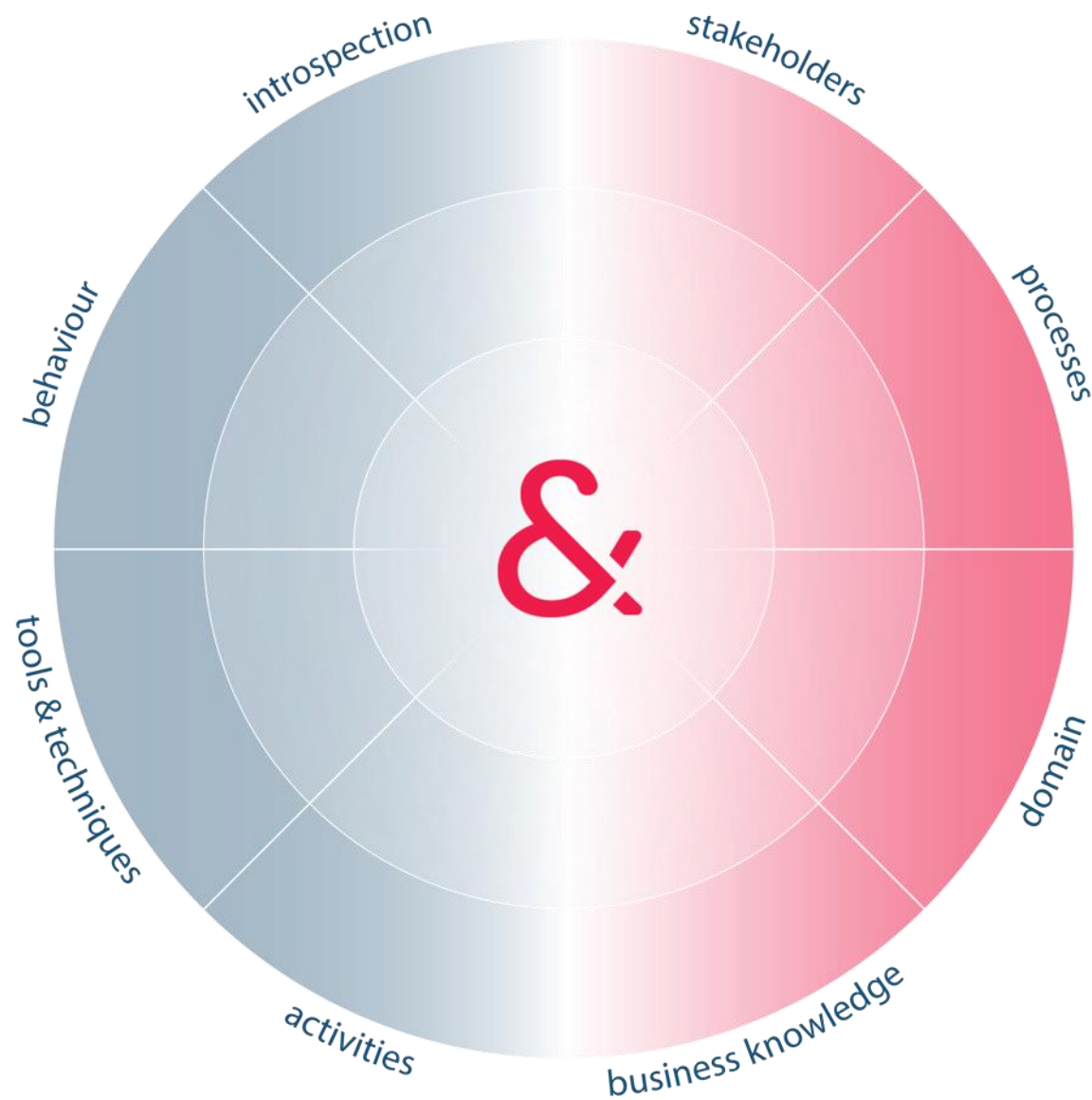
Domain  
knowledge?

# Last year's story

## Walking in the mountains vs becoming a Business Analyst



# The model has evolved



# Let's make it personal

Professional  
tools/techniques

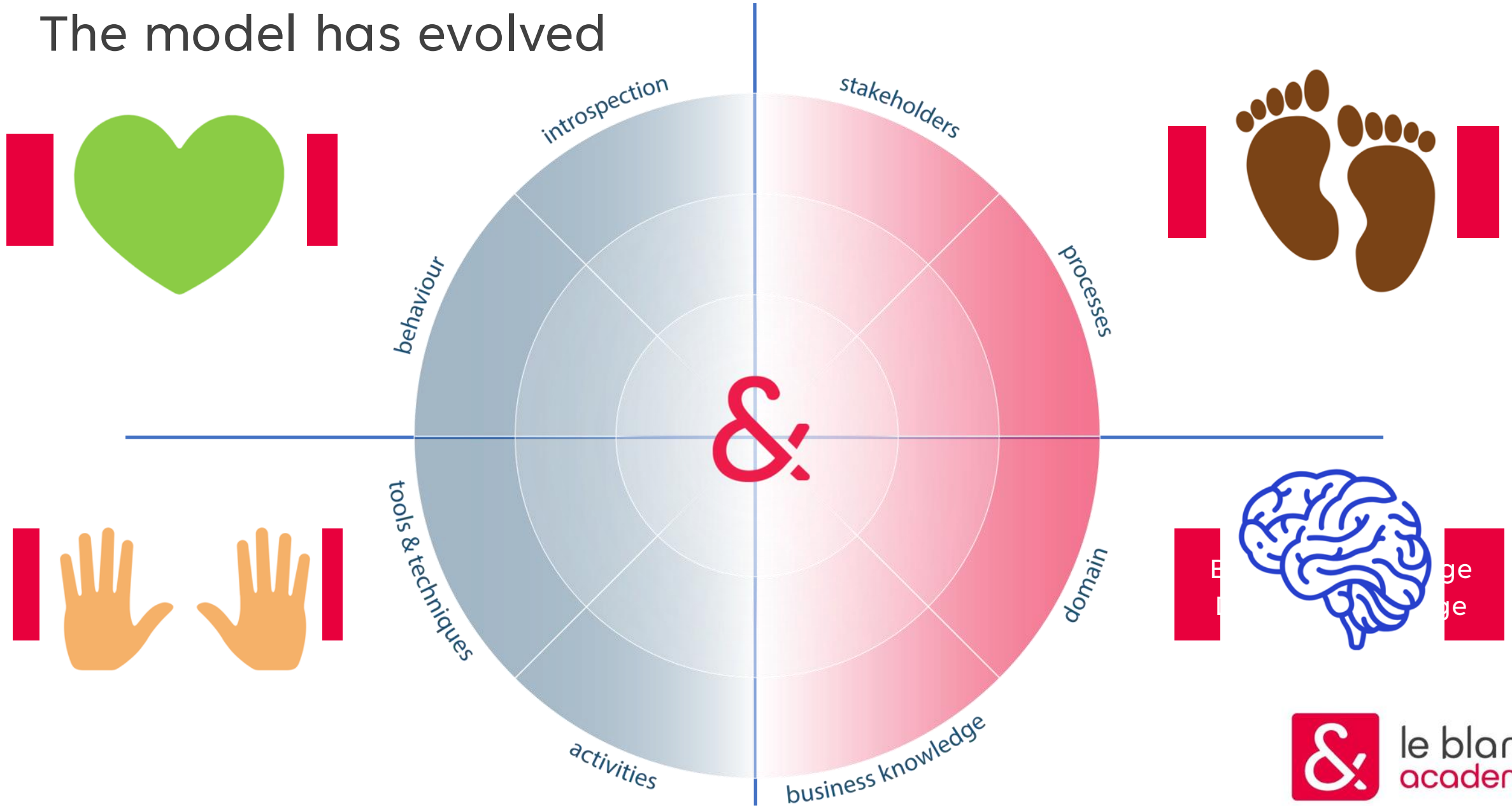


Business knowledge  
Domain knowledge

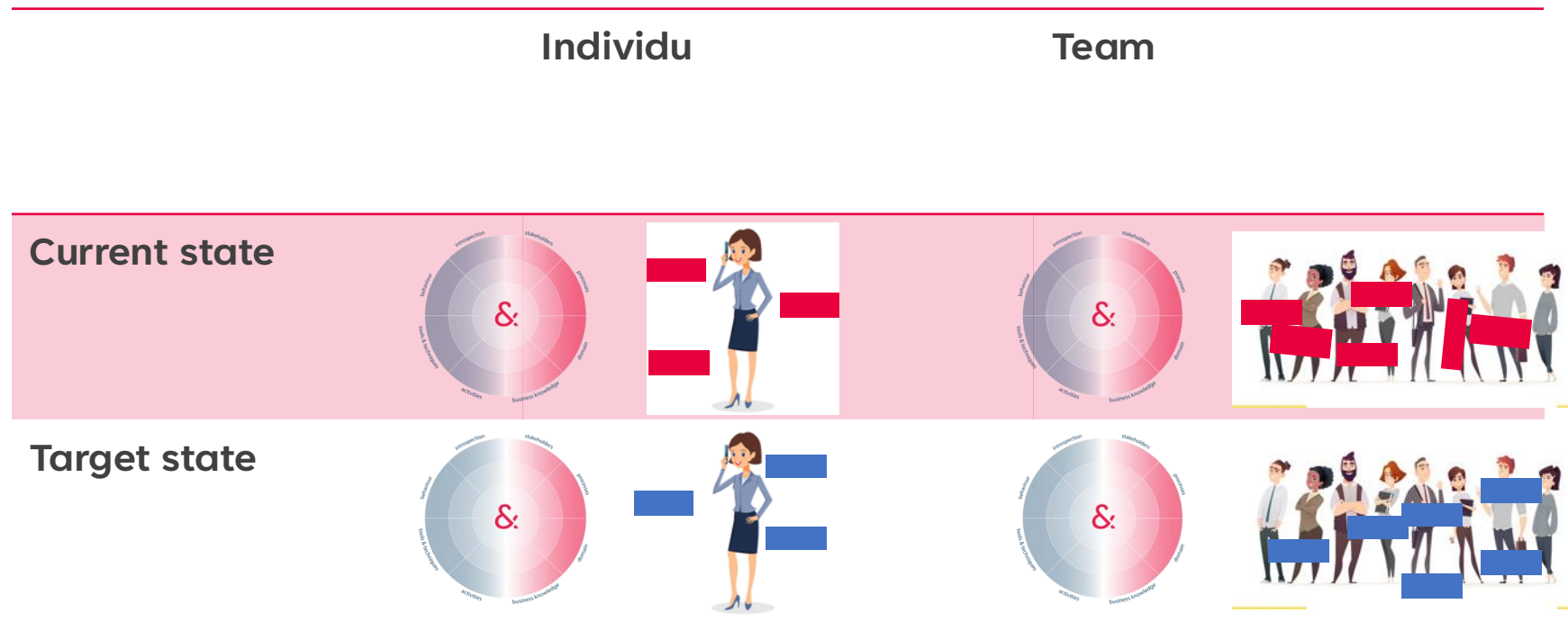
Soft Skills

Experience

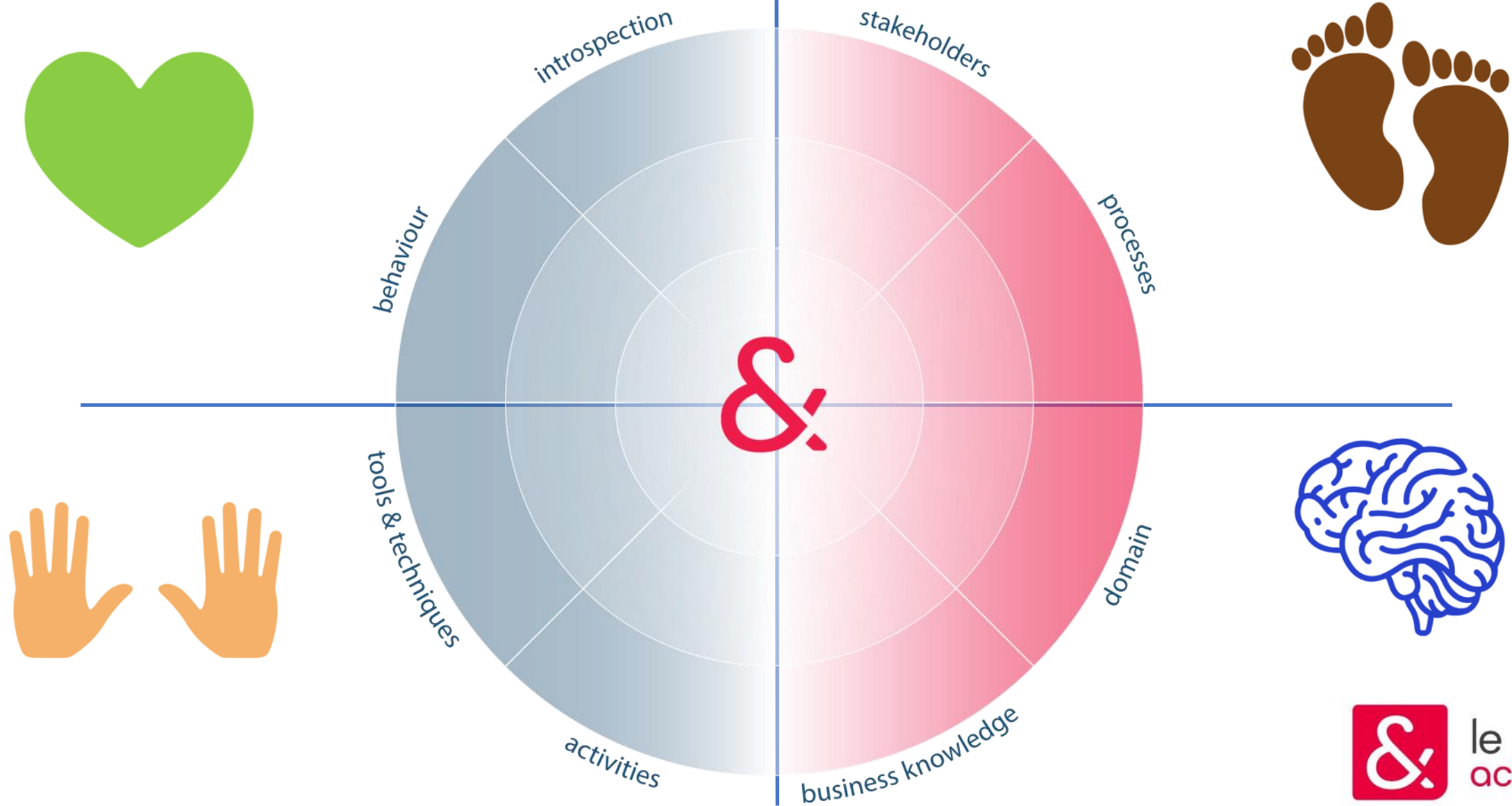
# The model has evolved



# Let's use Business Analysis on ourselves



# Some guidance



# 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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VAN  
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WAARDE

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Helder op het raakvlak van Business en IT



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