



# **BUSINESS ANALYSIS CONFERENCE EUROPE**

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# How to be a “BA influencer”

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Inspires

Guides

Influences

Persuades



**Influencer**

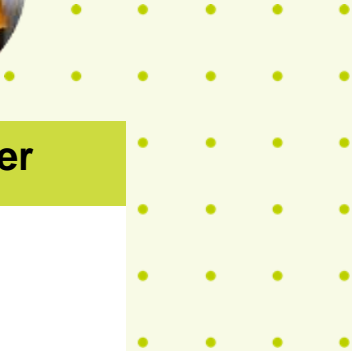
**VS**



**Business analyst**



# BA vs influencer traits/skills



Traits/Common attributes	BA Influencer	Influencer
Great communicators across different tech and mediums	✓	✓
Attends events/builds networks and their brand	✓	✓
Creates a reputation, acts as bridge between communities	✓	✓
Helps successfully launch products/ideas	✓	✓
Are trusted Subject Matter Experts	✓	✓
Encourage their followers/stakeholders to take action <i>(For example, Jesse James West is a Gym Shark influencer who shares his code with his followers, encouraging them to purchase Gym Shark products at a discounted rate.)</i>	✓	✓



**How can I influence when working within a distributed team?**

**Am I an influencer?**



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