



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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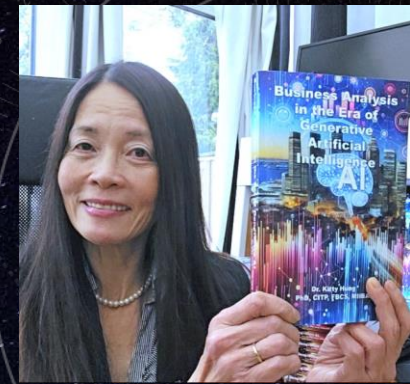
Life After Generative AI as a Business Analyst – From a Doer To a Thinker

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



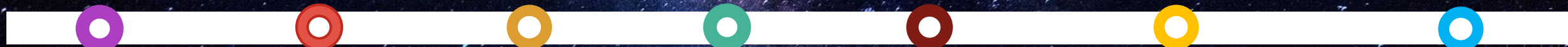
BCS CITP



BCS Fellow



IIBA Member



1999

The logos for the University of Sheffield and London Business School.

University of Sheffield / London Business School
Research Fellow

2001

The logo for Cell Structure, featuring a stylized antenna or tower.

Cell Structure
Business Analyst

2002

The logo for the Metropolitan Police, featuring a shield with a crown and the text "METROPOLITAN POLICE".

London Metropolitan Police
Senior Business Analyst

2017

The logo for Capita, featuring the word "CAPITA" and "Data Communications Company".

Capita
Business Analyst

2019

The logo for Raytheon Technologies, featuring a stylized sunburst and the text "Raytheon Technologies".

Raytheon Technologies
Lead Consultant in Business Analysis

2021

The logo for AtkinsRéalis, featuring a stylized "A" and the text "AtkinsRéalis".

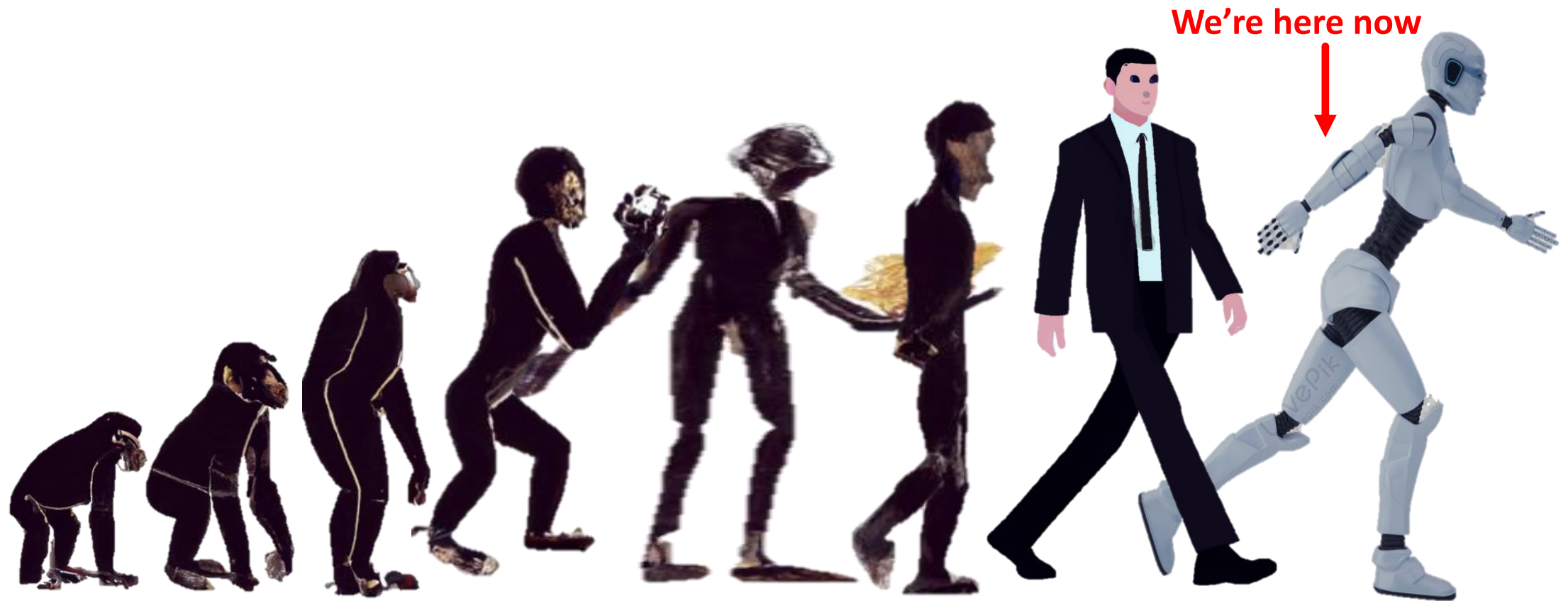
AtkinsRéalis
Principal Consultant in Business Analysis

2024

The cover of the book "Business Analysis in the Era of Generative AI", featuring a colorful, abstract design.

Book Author
Business Analysis in the Era of Generative AI

Technological Revolution



Homo Sapiens Evolution

Digital
Transform-
ation

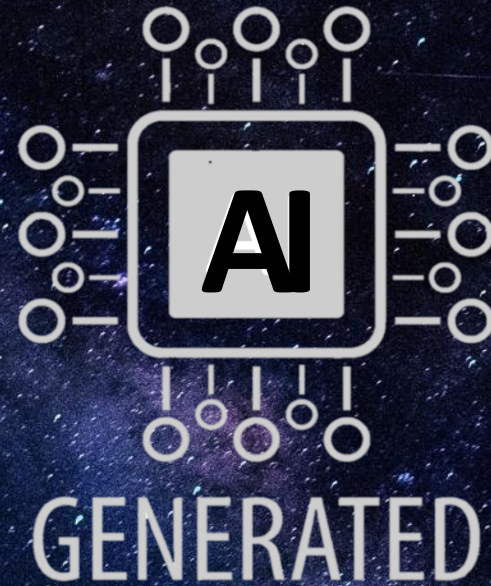
AI, GenAI
& Robotic
Automation

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

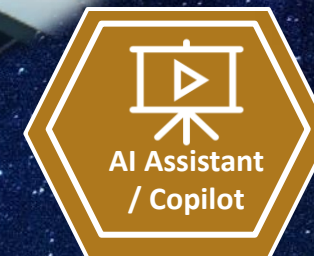
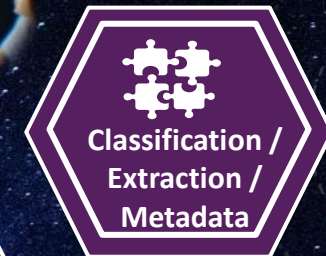


AI Literacy, Prompt Engineering, Data Intelligence, AI-generated insights interpretation



Training and Development

AI to boost productivity



Develop AI Literacy

Knowledge



Neural Networks



Machine Learning



Natural Language Processing



Prompt Engineering



Human Oversight & Decision Loop



Deep Learning



Hallucination



Opaqueness / Transparency of AI Algorithms



Cybersecurity



Data Privacy



AI Bias



Data Quality



Misinformation

Ethics



AI Ethics / Alignment



AI Consent



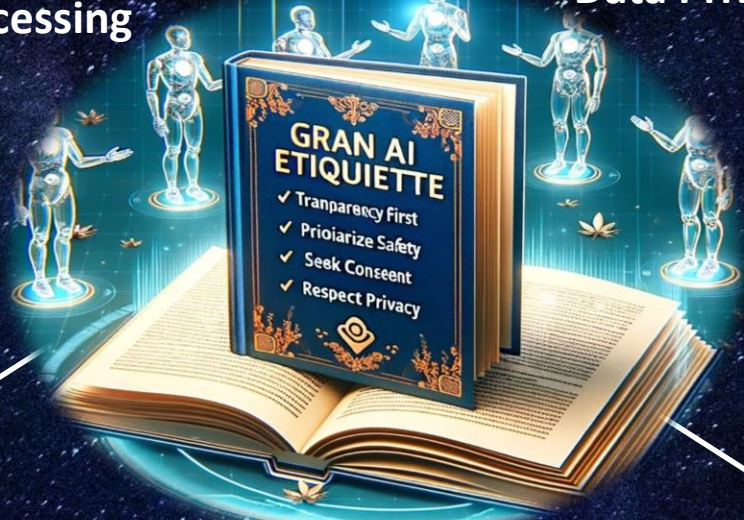
Accountability



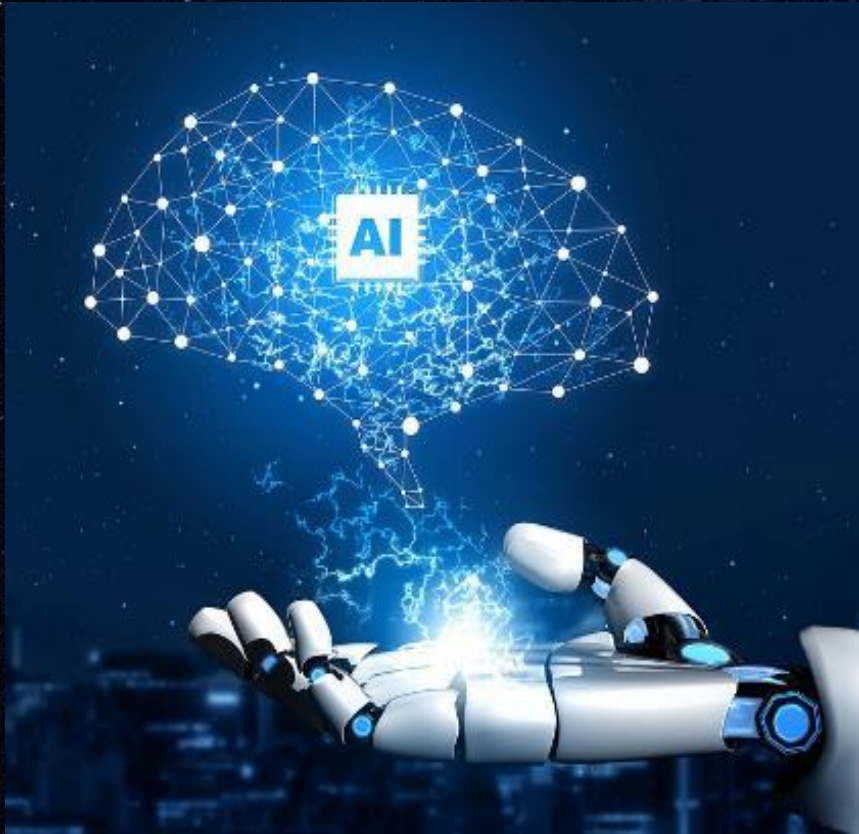
AI Copyrights

(Source: <https://chat.openai.com/>)

Limitations



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 creator 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/g/g-GNuVH1jzw-z-the-business-analyst>)

The screenshot shows a chat window with a white background. At the top center is a circular profile picture of a stylized 'Z'. Below it is the title 'Z, The Business Analyst' in bold black text. Underneath the title is the author's name 'By Mohamed Zaharan' followed by a LinkedIn icon. A paragraph of text describes the AI's capabilities: '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.' Below this text are four rounded rectangular buttons containing the following text: 'Hey Z,', 'As a Business Analyst, can you develop a busines...', 'As a Business Analyst,', and 'As a Business data Analyst,'. At the bottom of the chat window is a grey input field with a '@' icon on the left, the text 'Message Z, The Business Analyst', and an upward-pointing arrow icon on the right.



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,

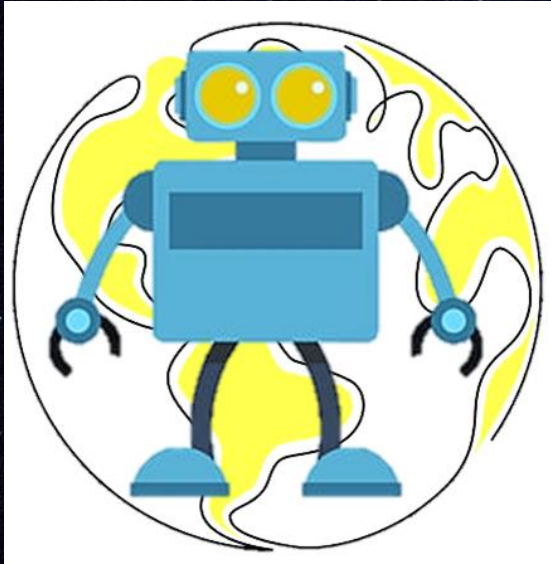
As a Business Analyst, can you develop a busines...

As a Business Analyst,

As a Business data Analyst,

 Message Z, The Business Analyst 

Business Analyst Copilot



(Source: <https://chatgpt.com/g/g-GmpEwSYvE-business-analyst-copilot>)

The screenshot shows the interface for the Business Analyst Copilot. At the top center is a circular icon of a blue robot. Below it, the title "Business Analyst Copilot" is displayed in a bold, black font. Underneath the title, it says "By community builder &" and "Software Business Analyst copilot". The main area contains four rounded rectangular buttons: "How I can help", "Create a Business Process description for a topic", "Create User Stories", and "Create Use Cases". At the bottom, there is a light gray input bar with a paperclip icon on the left, the text "Message Business Analyst Copilot", and an upward-pointing arrow icon on the right.

Business Analyst Copilot
By community builder &
Software Business Analyst copilot

How I can help

Create a Business Process description for a topic

Create User Stories

Create Use Cases

Message Business Analyst Copilot

BPMN-GPT



(Source: <https://chatgpt.com/g/g-cAyZZ8mEN-bpmn-gpt>)



BPMN-GPT


By Timothy Sulzberger &

Business Process Management Notation GPT. Transform your process steps into BPMN code

Upload a file to transform into BPMN format

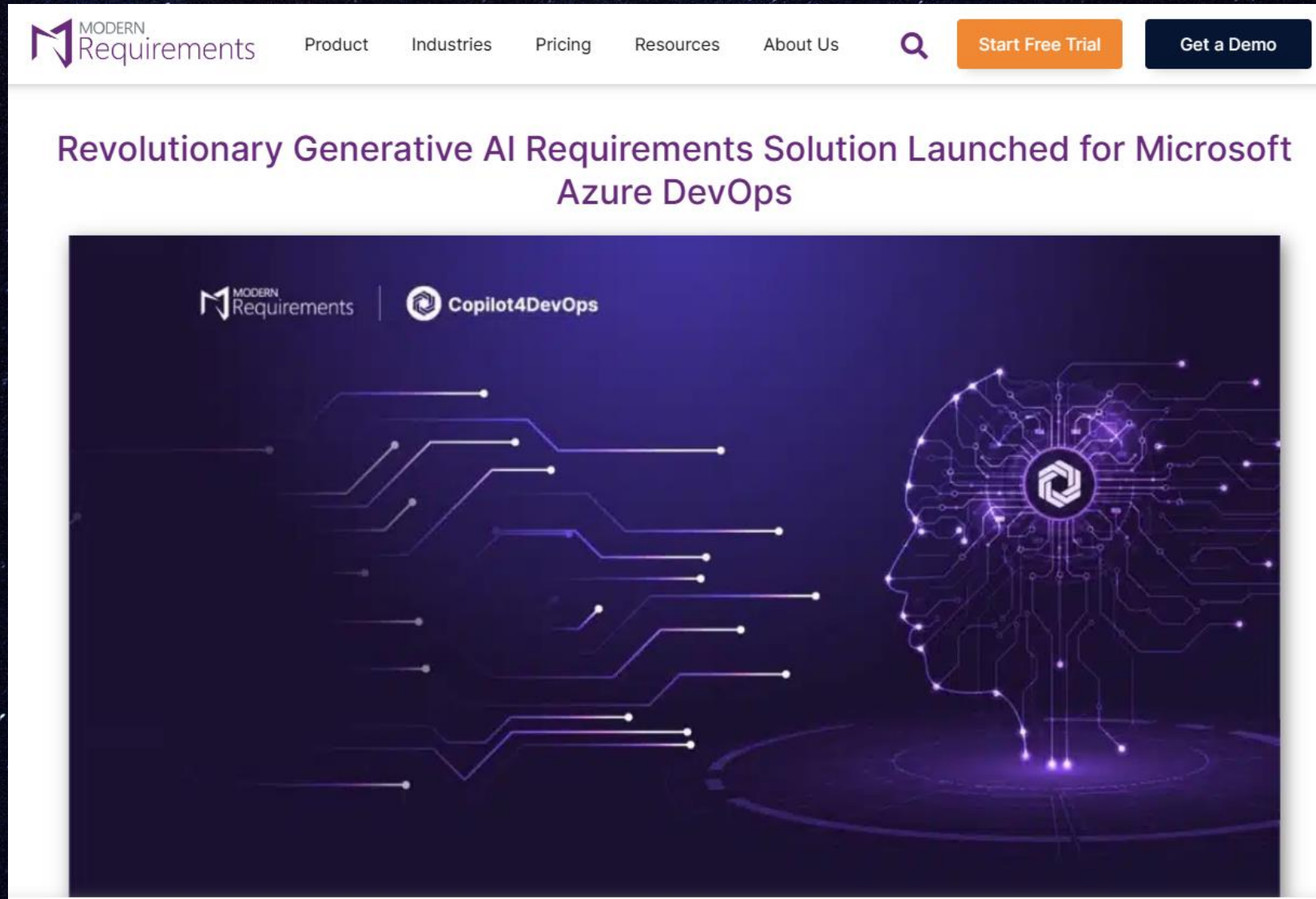
I'll enter my process into the chat

Upload a BPMN file for analysis

 Message BPMN-GPT



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 are a search icon, a 'Start Free Trial' button, and a 'Get a Demo' button. Below the navigation bar is a main heading: 'Revolutionary Generative AI Requirements Solution Launched for Microsoft Azure DevOps'. Underneath the heading is a large graphic. The graphic features a dark blue background with a glowing purple and white circuit-like pattern. On the right side of the graphic is a stylized profile of a human head, with a glowing purple and white AI logo (resembling the OpenAI GPT logo) positioned inside the head. The overall aesthetic is futuristic and tech-oriented.

MODERN Requirements | Copilot4DevOps

Revolutionary Generative AI Requirements Solution Launched for Microsoft Azure DevOps

(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!
    deactivate John
    Bob->>John: How about you?
    John-->>Bob: Jolly good!
```

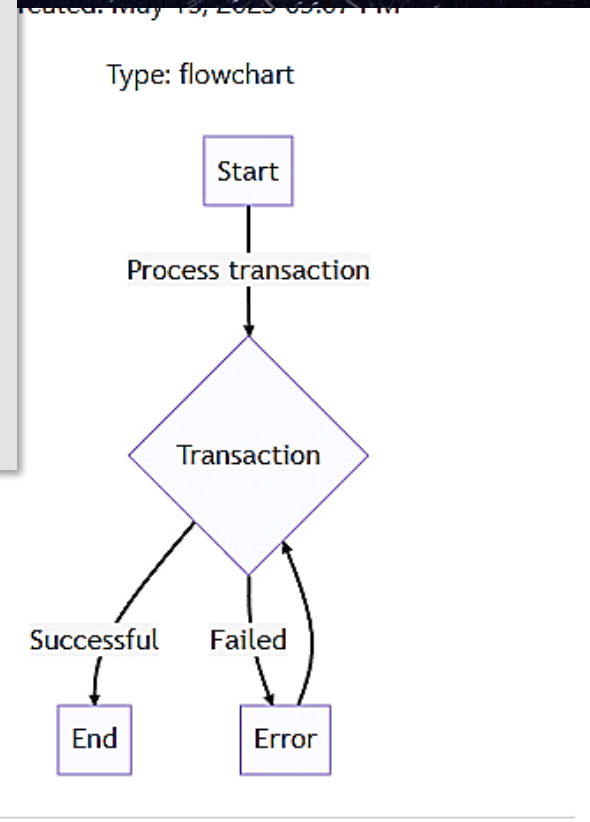
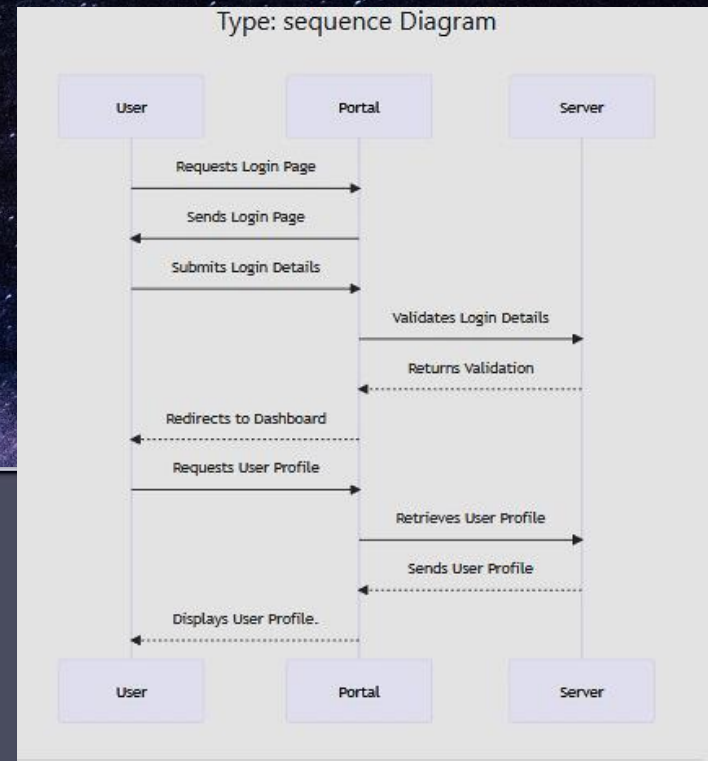
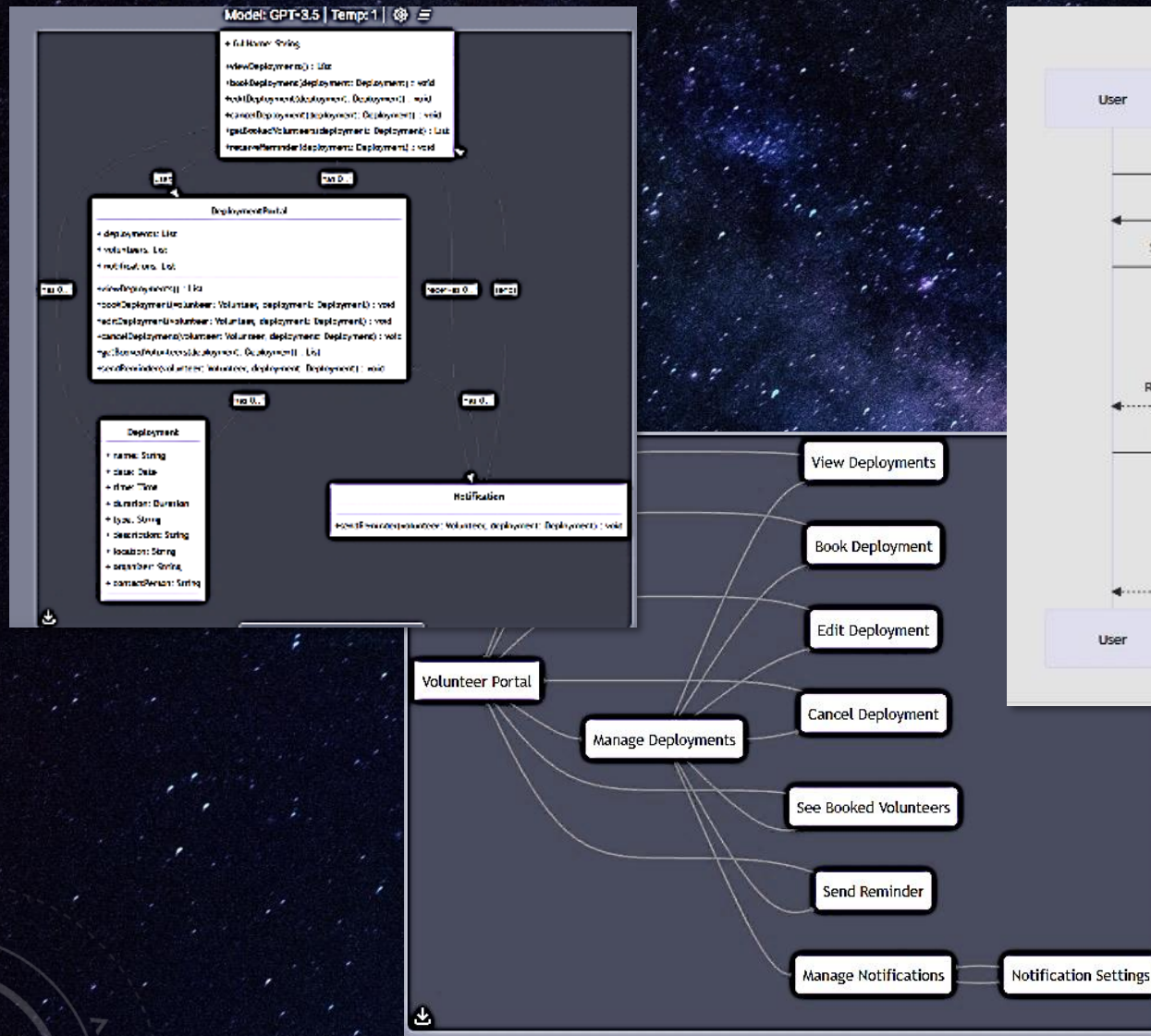
Regenerate response

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

- 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://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

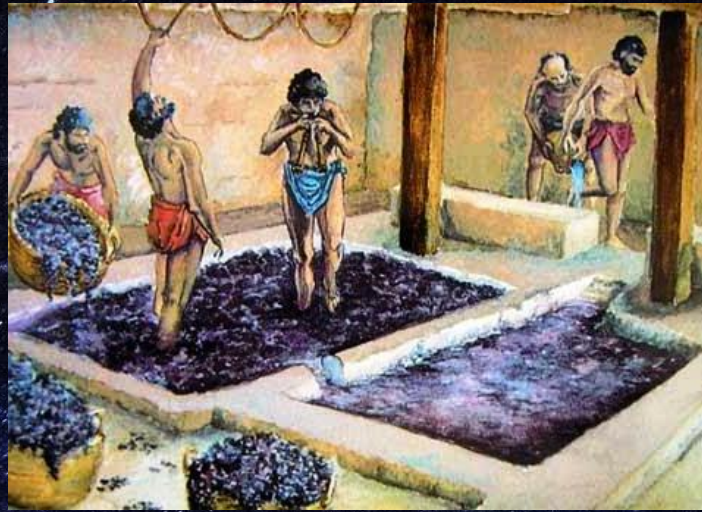
Problem
solving



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 !!



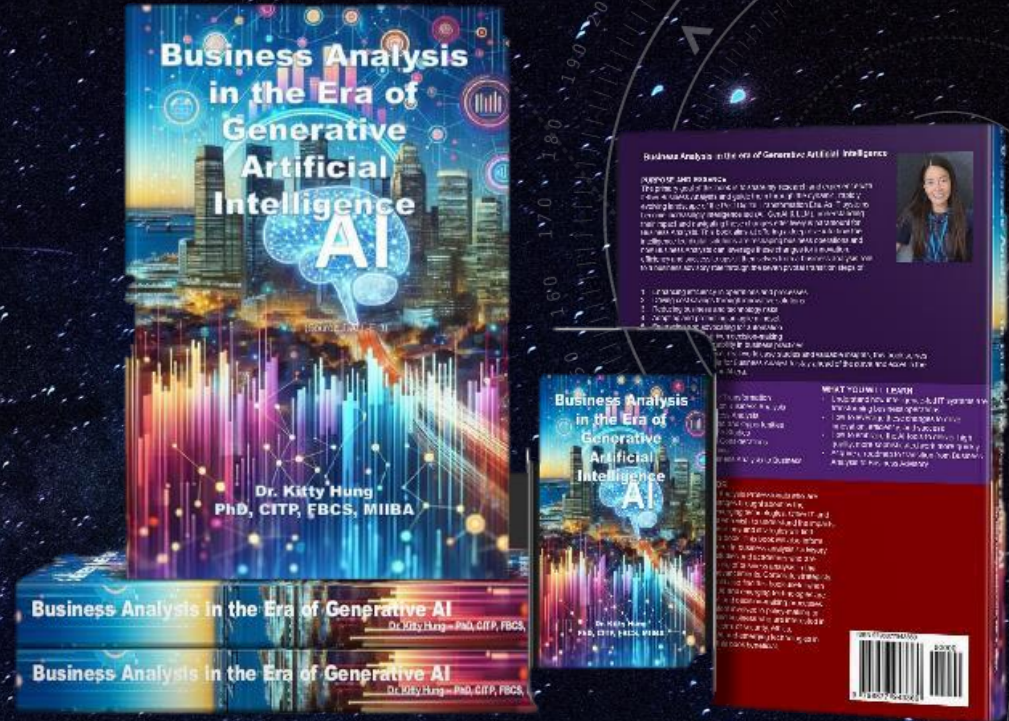
Q&A



Contact me

- Email : info@drkittyhung.com
- Phone: 07930343205
- 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



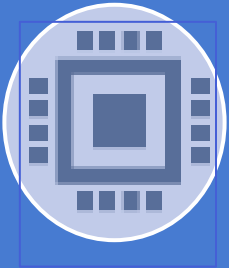
Prioritise areas
for development



#2: Develop thought leadership & innovative thinking



#3: Embrace Generative AI to automate routine tasks



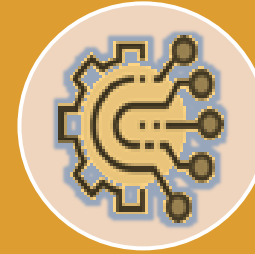
Familiarise ourselves with various Generative AI tools and their capabilities and limitation



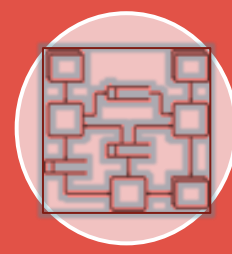
Develop AI literacy to distinguish quality AI output from misinformation. Check sources, biases, inconsistencies



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



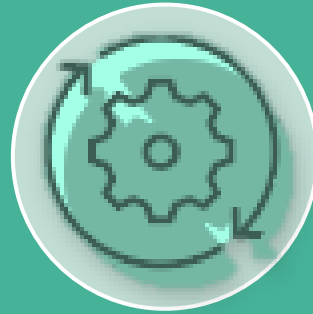
Practise applying our soft skills in the work place and seek feedback from colleagues and stakeholders



#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



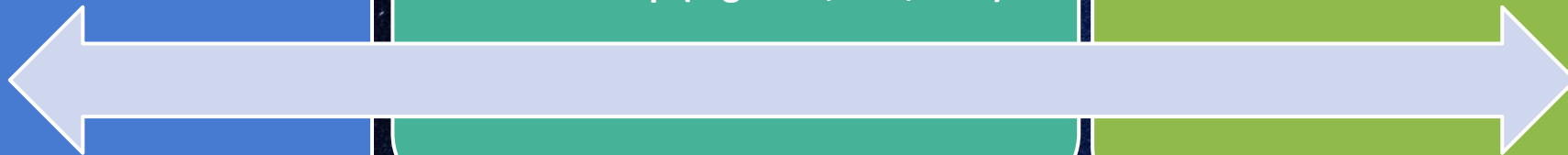
Stay up to date with industry trends, best practices, innovation on emerging technologies



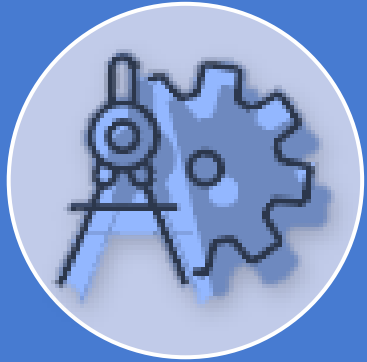
Participate in professional development opportunities through formal education, industry experience (e.g. shadowing), public events (e.g. conferences, seminars, webinars, workshops, focus groups), mentorship/coaching, networking, online learning / research, professional certification and membership (e.g.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



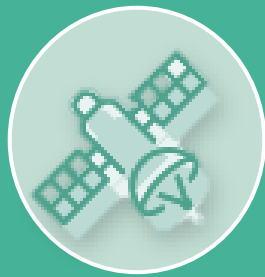
Seek feedback from stakeholders and use it to continuously improve our performance and contributions



#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

