



# **BUSINESS ANALYSIS CONFERENCE EUROPE**

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# How to be a “BA influencer”

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Inspires

Guides

Influences

Persuades



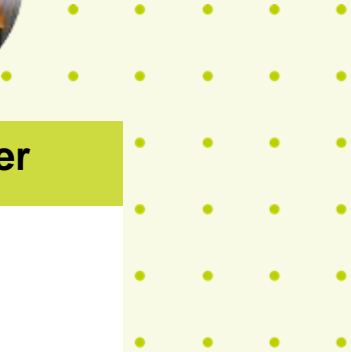
**Influencer**

**VS**



**Business analyst**

# BA vs influencer traits/skills



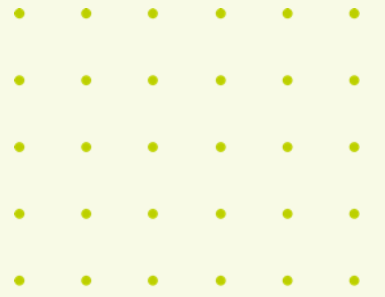
Traits/Common attributes	BA Influencer	Influencer
Great communicators across different tech and mediums	✓	✓
Attends events/builds networks and their brand	✓	✓
Creates a reputation, acts as bridge between communities	✓	✓
Helps successfully launch products/ideas	✓	✓
Are trusted Subject Matter Experts (builds trust in their followers)	✓	✓
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> )	✓	✓

# BA Influencer



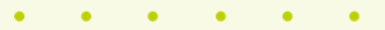
**Know your audience**

***Who are your "followers"? Who are you engaging with? What do they want?***



**Know your product & tools**

***What are you trying to deliver? How are you delivering your BA services?***



**Craft your own brand**

***What do you want to be known for? Are you using your BA powers for good?***



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

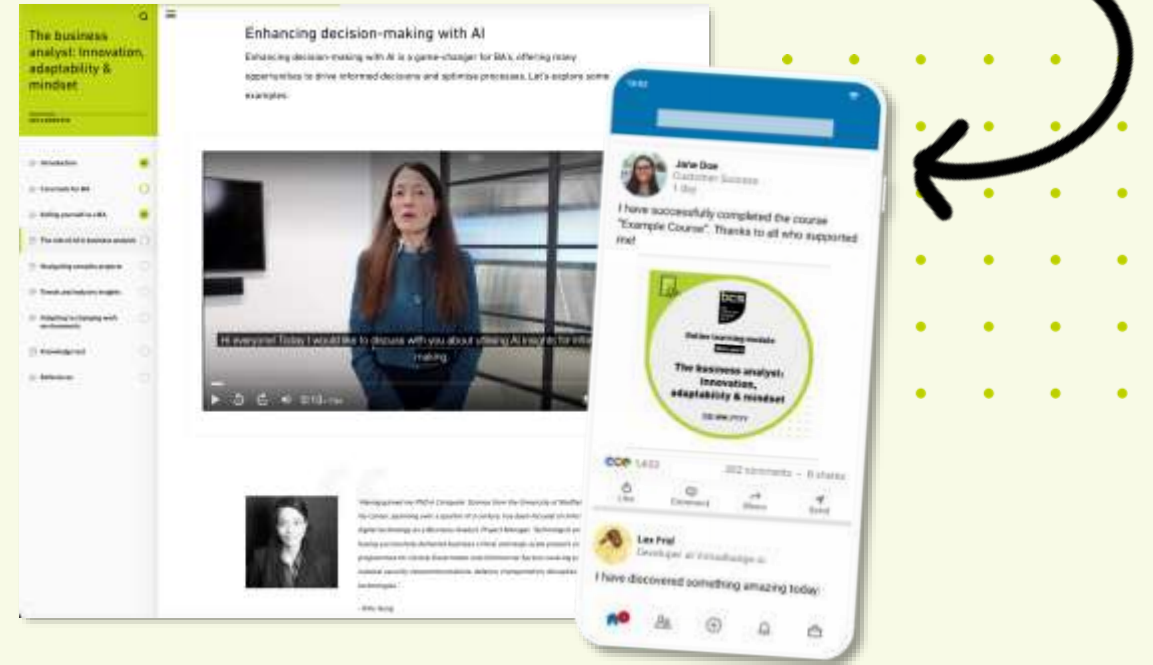
**How can I become an  
influencer?**



# The business analyst: Innovation, adaptability & mindset

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