

# ANALYSIS EVERYWHERE.

## THE EXPANDING ROLE OF BUSINESS ANALYSIS



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**SoftEd**  
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SKILLS DEVELOPMENT GROUP 

# Analysis Everywhere

Make your mark.



**IBA**<sup>®</sup>  
#AnalysisEverywhere

# What Is Business Analysis?

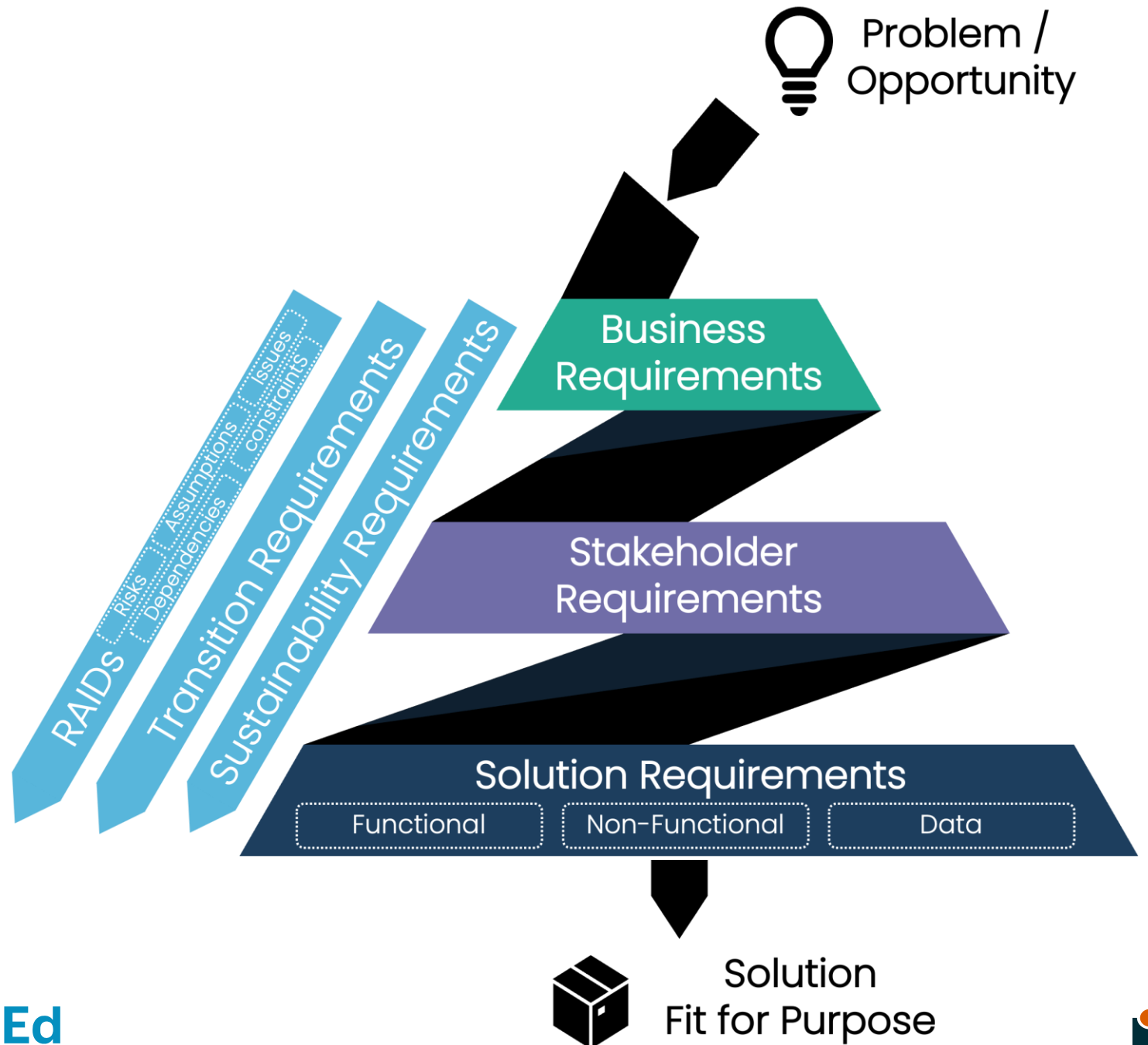


“The practice of enabling change in the context of an enterprise by defining needs and recommending solutions that deliver value to stakeholders; it is using a specific set of tools and techniques to uncover and analyse the needs or potential opportunities in order to drive business value delivery.”

– A Guide to the Business Analysis Body of Knowledge (BABOK Guide)

# Traditional Business Analysis

is required to get from problem or opportunity through to a solution that is fit for purpose.



# International Institute of Business Analysis



**30,000**

Members in 160 countries



**120**

Chapters in 40 countries



**500**

Corporate, academic, institutional,  
and training partners



**1,500**

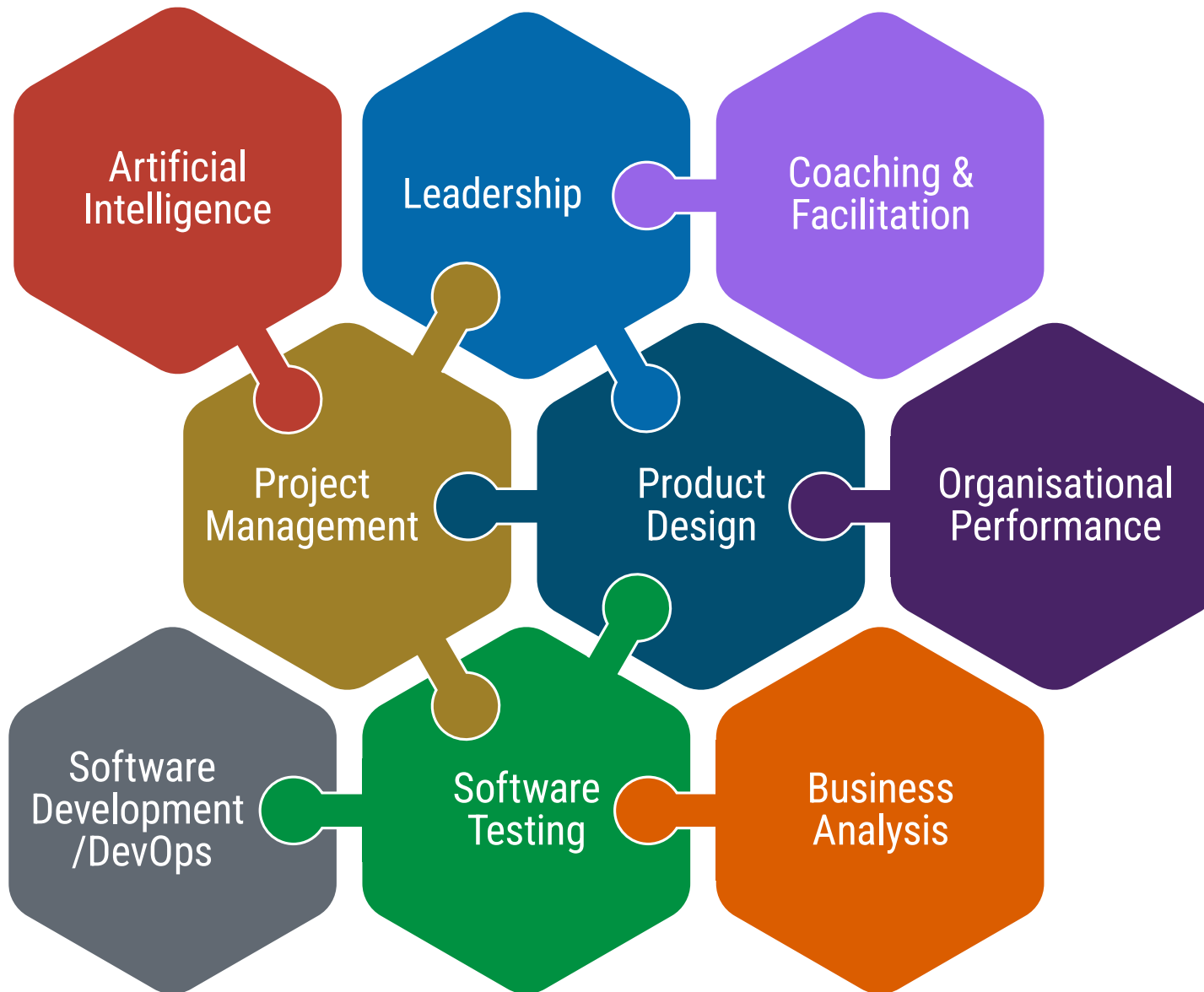
Volunteers working together to  
build and nurture the profession





# Mission

Lead the global business analysis community and professional standards so every person achieves more.



## Programs from foundational level, through intermediate and advanced

- Business Analysis Essentials
- Business Process Modelling
- AI for Business Analysis
- Business Data Analytics
- Behavioural Business Analyst
- Senior Business Analyst
- Agile Business Analysis
- Mastering the Requirements Process
- Product Ownership
- Product Management
- Service Design & Design Thinking

# Most In-Demand Jobs of 2024: #9 Business Analyst

Greg Lewis, "[The most in-demand jobs on linkedin \(Q1 2024\)](#)," LinkedIn, 2024.

## 11% job growth from 2021 to 2031, faster than the average growth projected for all occupations

Bureau of Labor Statistics, U.S. Department of Labor. "[Occupational Outlook Handbook, Management Analysts.](#)" Last modified August 29, 2024.





# Australia

Age

**35% of respondents** are in the **36-45** range

Average Salary

**\$92,660**

♀ **\$90,136**

♂ **\$95,292**

Top 3 Business Analysis Titles

**56%** Senior Business Analyst

**38%** Business Analyst

**6%** Manager Business Analyst

Top 3 Industries for Business Analysis



Banking/Finance/Insurance

**28%**



Government

**22%**

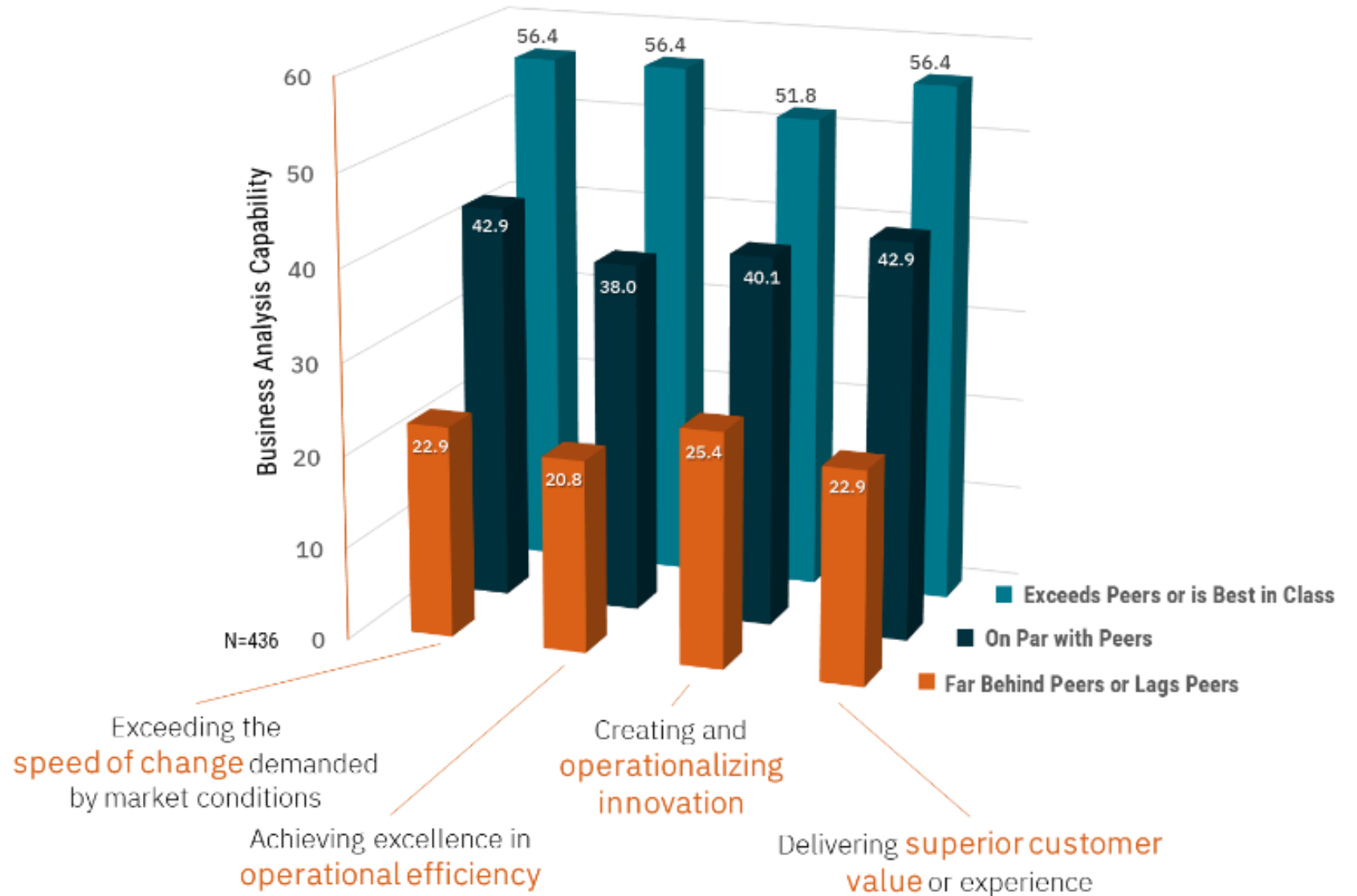


Information Technology

**19%**

# Global Demand for Business Analysis Professionals

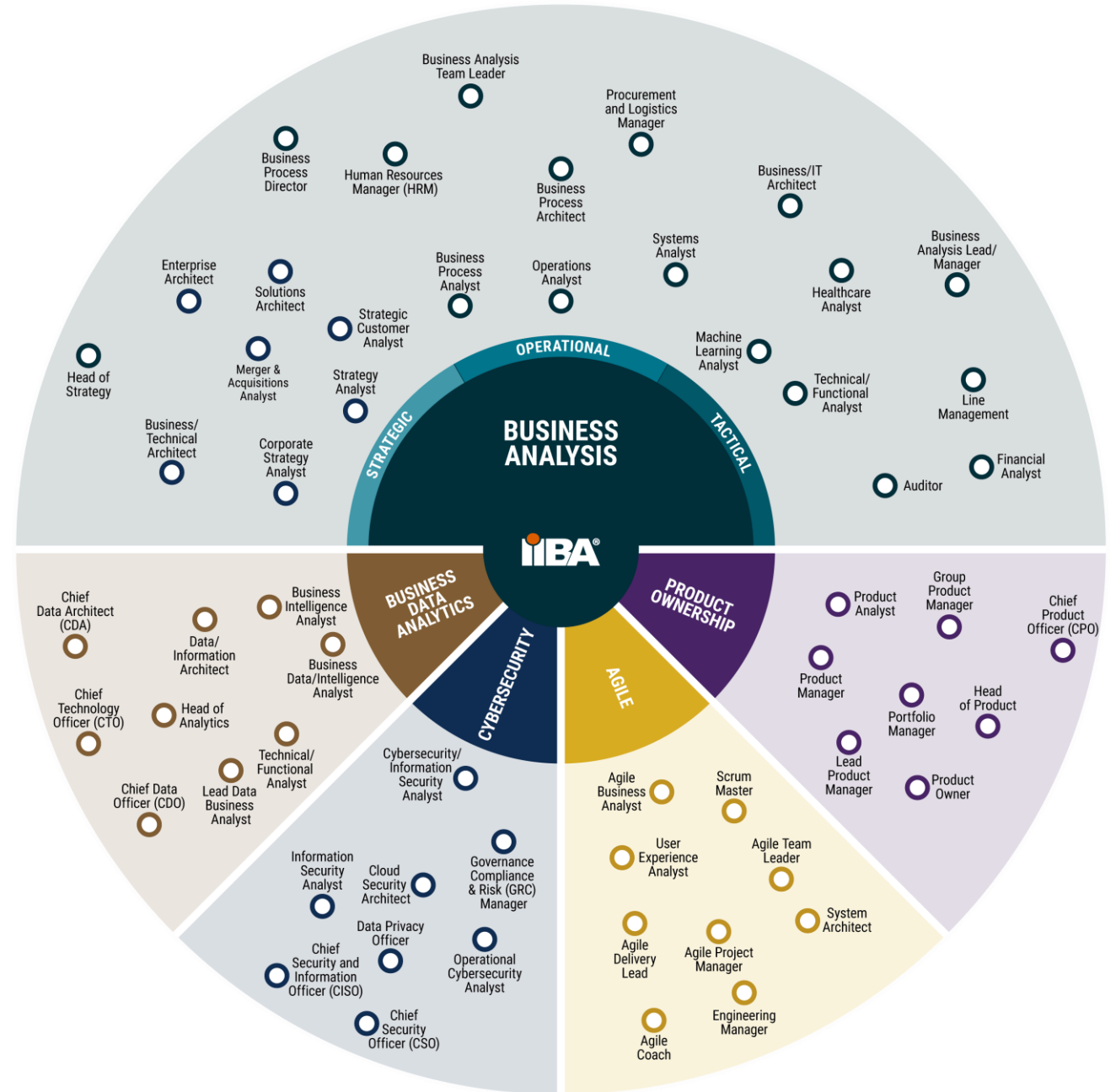
Relationship Between Business Analysis Capability and Dimensions of Organizational Performance



**PLEASE NOTE**

This is only a sample of critical roles supported by business analysis. As the professions and application of core business analysis skills continues to evolve globally, we will update this representative image. There are no restrictions on sharing this image.

# ANALYSIS EVERYWHERE.



VERSION 1.3, 2022

#AnalysisEverywhere

# A Thriving International Community



# Key points from the WEF Future of Jobs Report 2023:



## **Technology Adoption:**

Over 85% of organizations plan to adopt new technologies like big data, cloud computing, and AI, driving business transformation.



## **Job Market Trends:**

Environmental, technology, and economic trends will create and destroy jobs, with a net decrease of 14 million jobs expected by 2027.



## **Skills and Training:**

Analytical and creative thinking are the most important skills. 44% of workers' skills will be disrupted, and 60% will need training by 2027.



## **Workforce Strategies:**

Companies will focus on on-the-job training and automating processes, with a significant emphasis on diversity, equity, and inclusion programs.

# FOCUS FOR BUSINESS ANALYSIS PROFESSIONALS



Integration of  
Technologies (AI)



Emphasis on Human  
Skills



Specialisation in  
Product, Cybersecurity,  
Data Analytics, Ethics



Mindset and  
Methodology




Continuous Learning  
and Certification

# Top 10 skills on the rise

1.  <b>Creative thinking</b>	6.  <b>Systems thinking</b>
2.  <b>Analytical thinking</b>	7.  <b>AI and big data</b>
3.  <b>Technological literacy</b>	8.  <b>Motivation and self-awareness</b>
4.  <b>Curiosity and lifelong learning</b>	9.  <b>Talent management</b>
5.  <b>Resilience, flexibility and agility</b>	10.  <b>Service orientation and customer service</b>

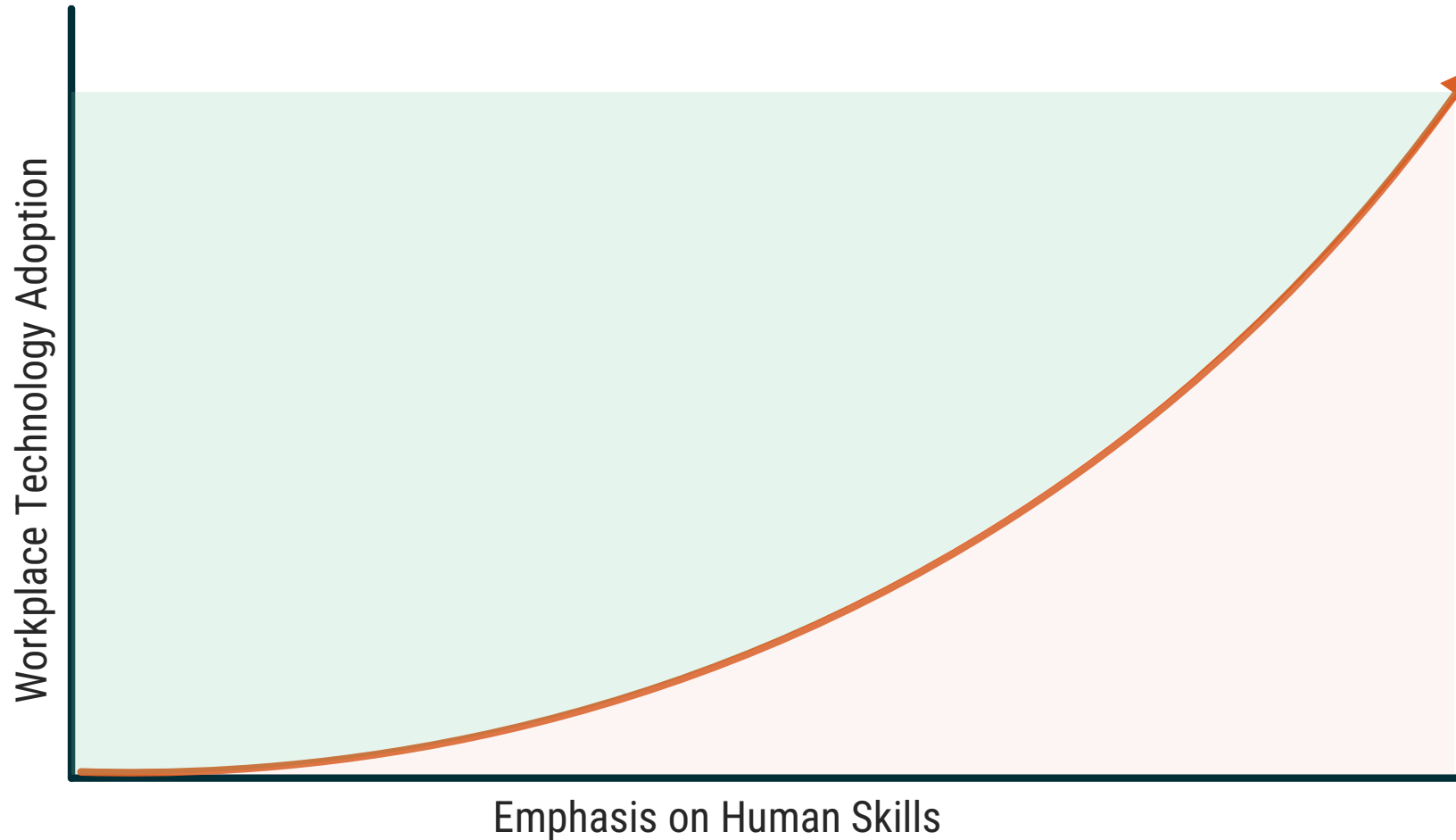
## Type of skill

-  Cognitive skills
-  Self-efficacy
-  Management skills
-  Technology skills
-  Working with others
-  Engagement skills

Source  
World Economic Forum, Future of Jobs Report 2023.

Note  
The skills judged to be increasing in importance most rapidly between 2023 and 2027

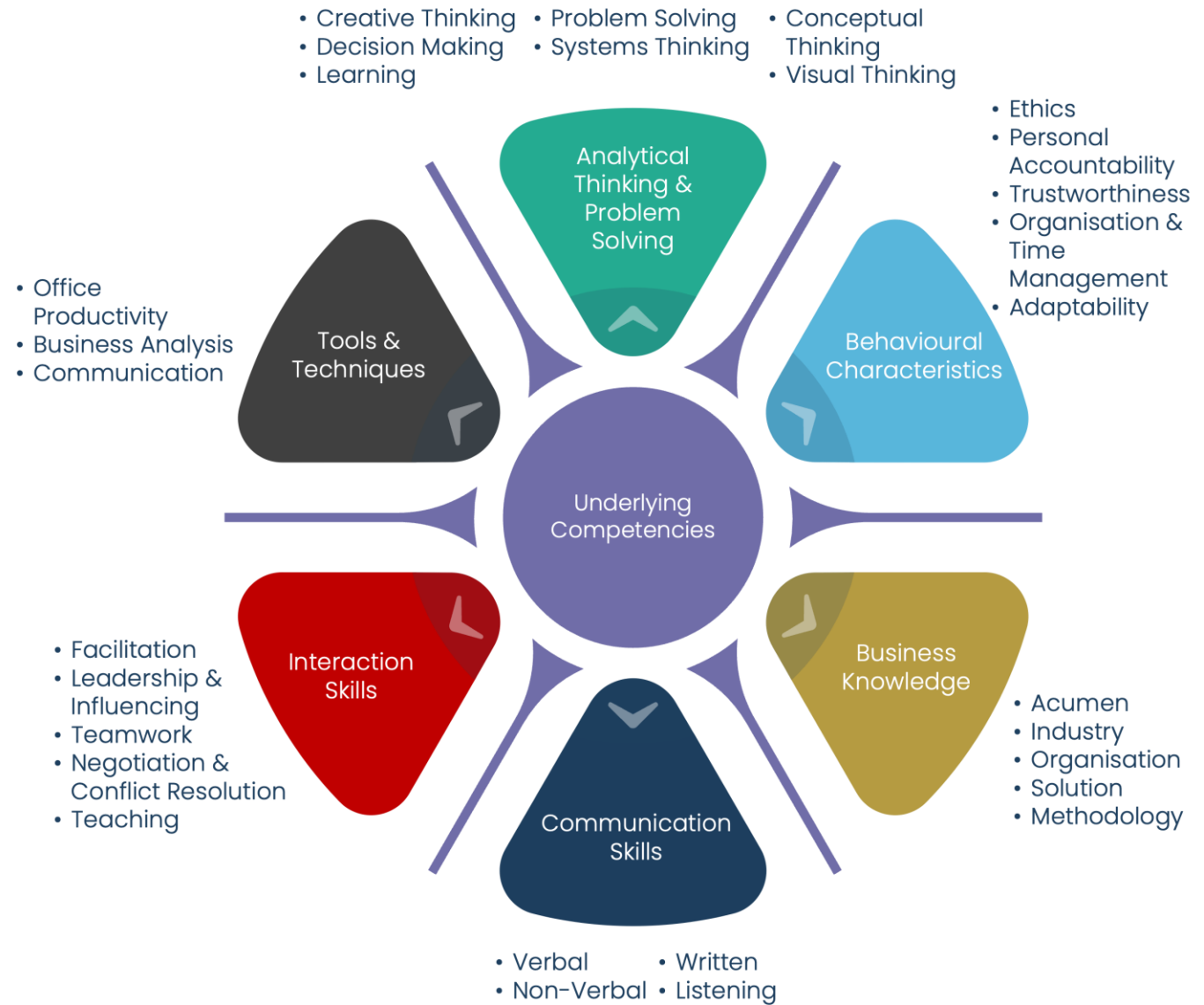
# Business Analysis Professional Task Set



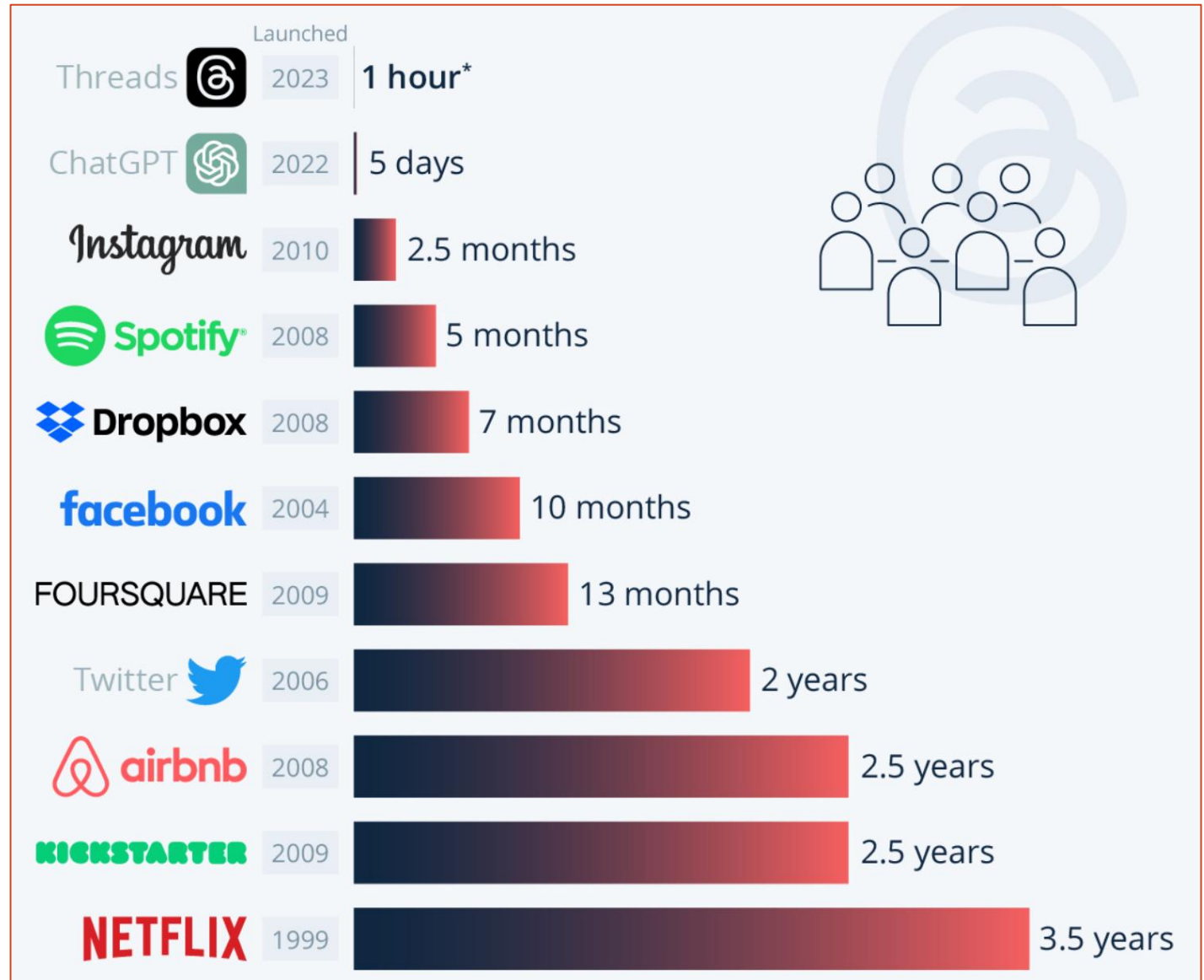


# Human Skills

are already known to us



# The Pace of Change is increasing



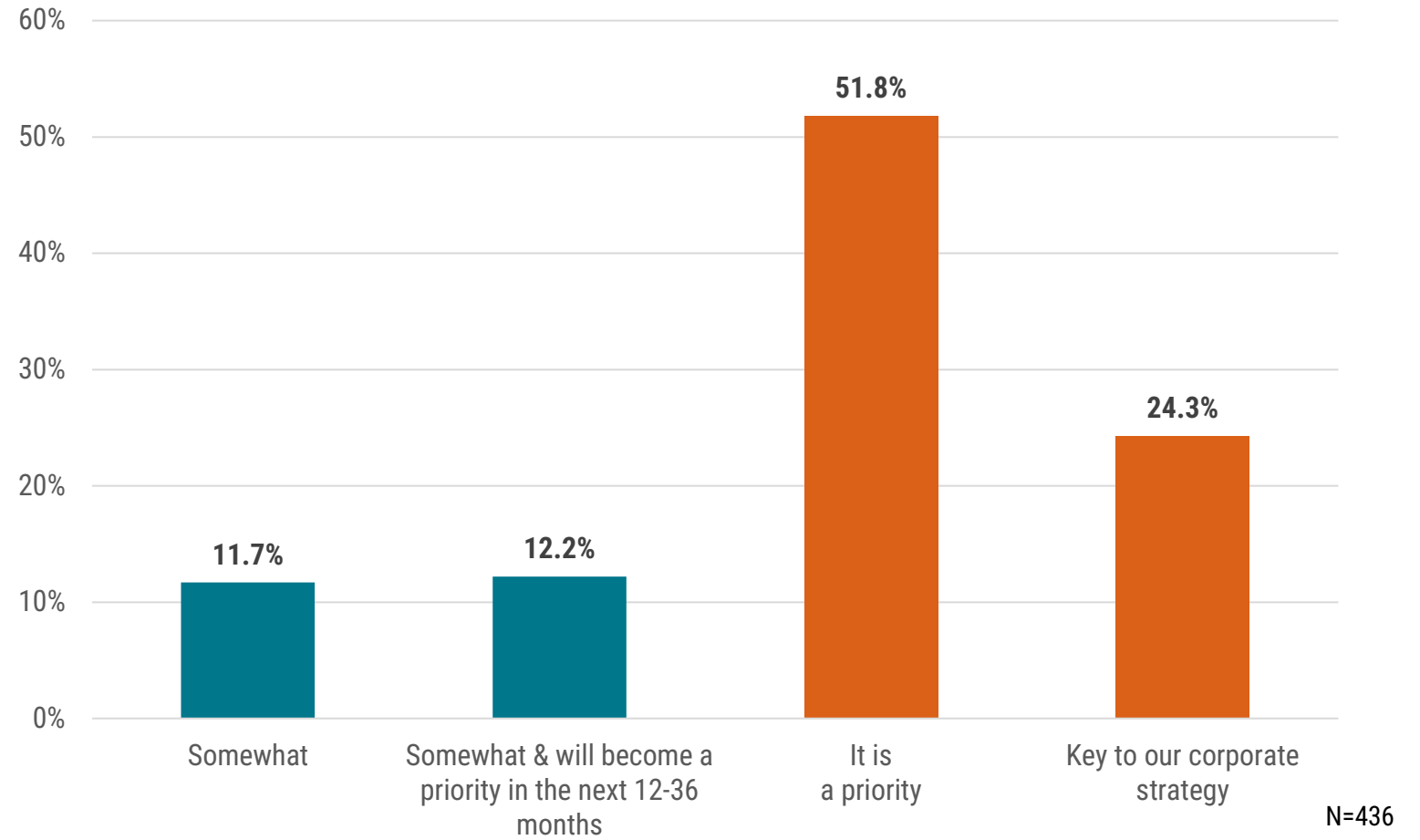
Time for Online Services to Reach One Million Users

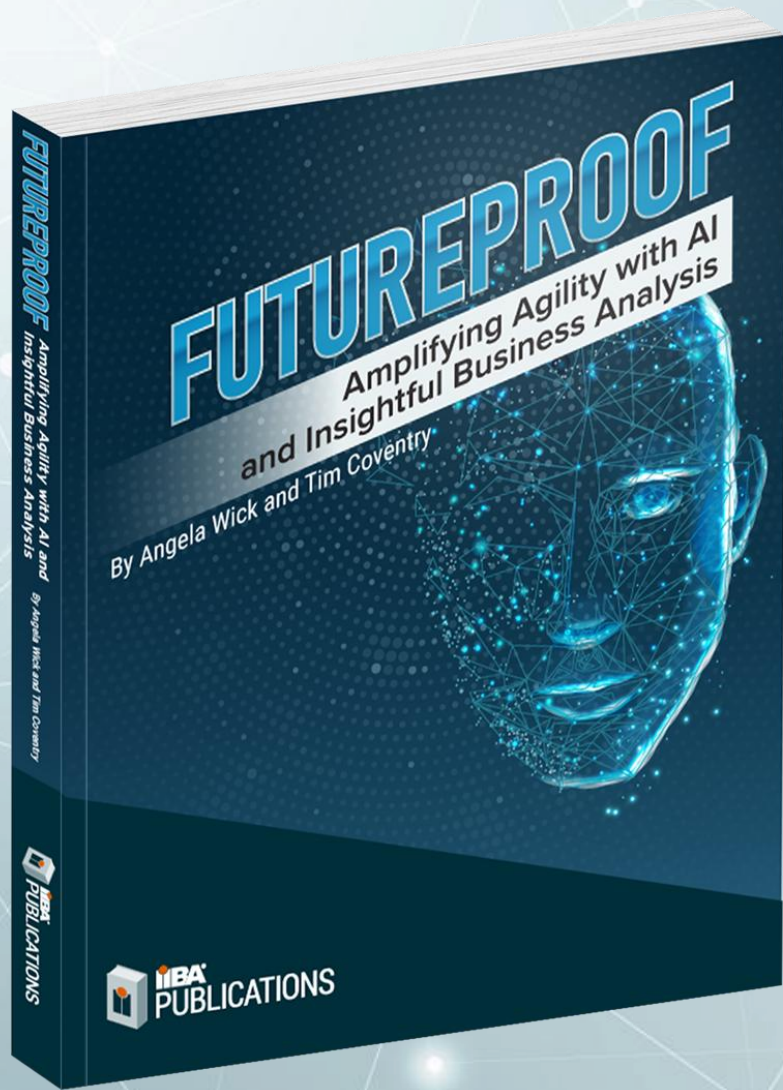
# The Pace of Change **MUST** Increase

76% of organizations are focused on increasing the **PACE** of change as either a priority or key to corporate strategy.

**NOT ONE** of the 436 participants said increasing the pace of change was unimportant.

Question: To what extent is your organization working to deliberately and actively to **increase the pace** with which it can sense and respond to change





“In an AI-immersed world, business analysis is the catalyst between strategy and organizational change.”

Angela Wick and Tim Coventry  
*Futureproof* | 2024

# METHOD VS MINDSET

To be nimble we need to develop...



appropriate  
**processes** to  
structure the work

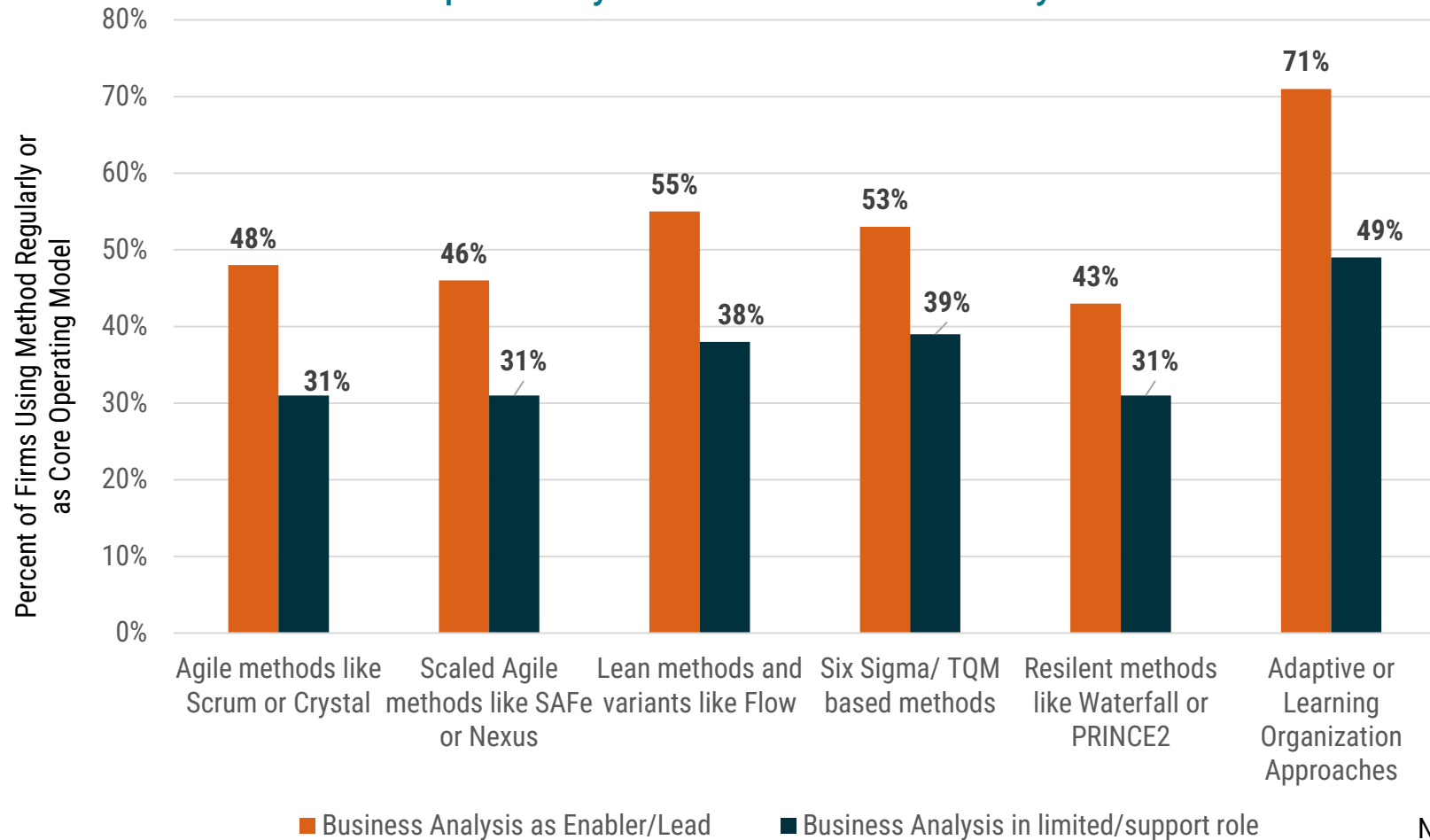


a shared set of **values**  
**and behaviors** to drive  
decision-making



# Implementation of Every Method is Severely Impeded by the Absence of Business Analysis Capability

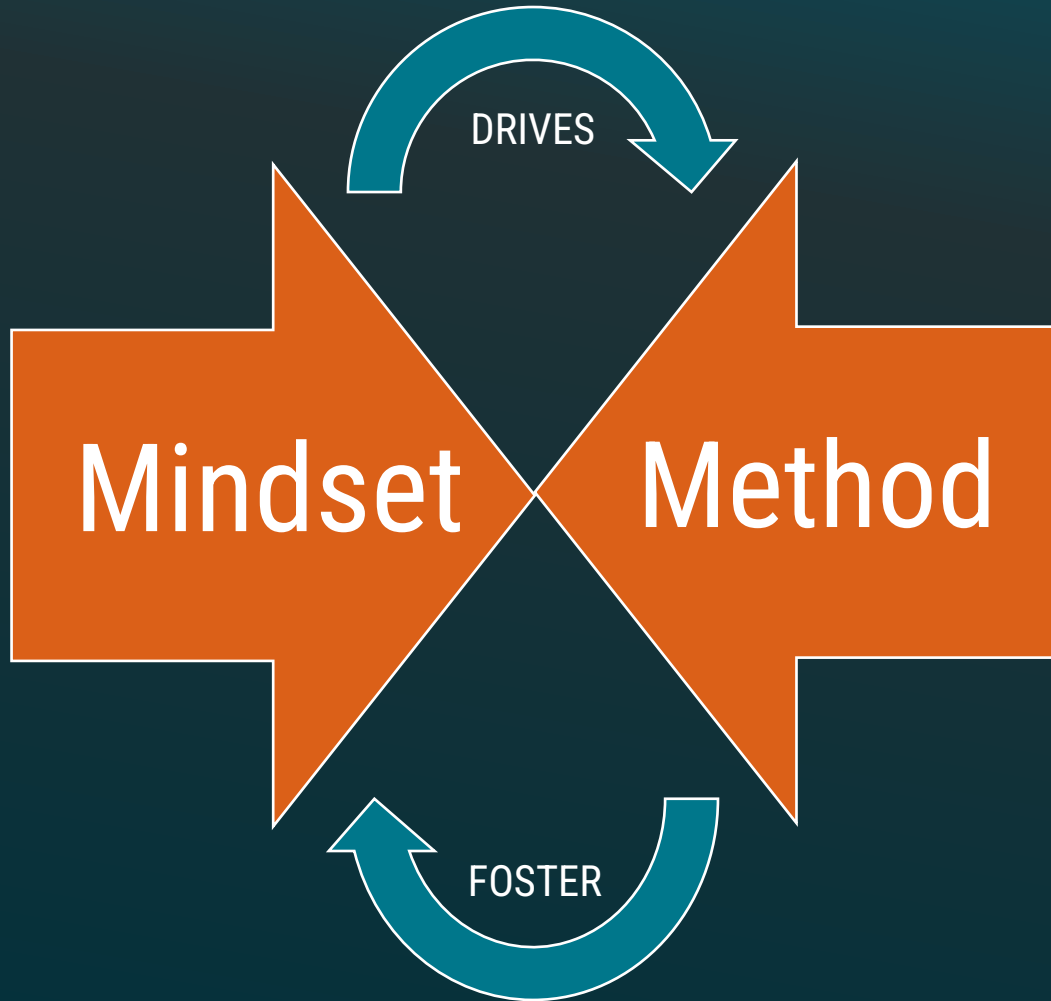
Methods are Critical to Being Nimble, but Method Success is Impeded by Lack of Business Analysis



N=436

Being Nimble, IIBA, 2022

# IT IS NOT METHOD VS MINDSET WE NEED BOTH



Shared **values** must drive a viable and context-driven way of work to become nimble.

Repeated **behaviors** become natural and enforces the mindset as a corporate culture.

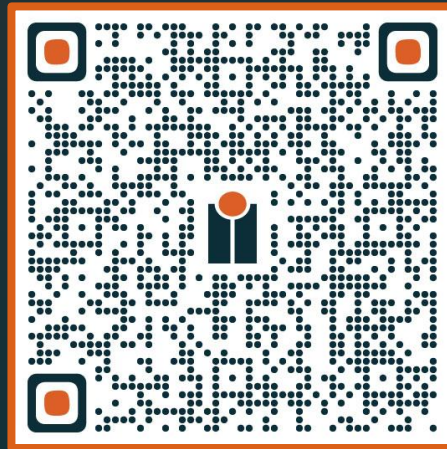
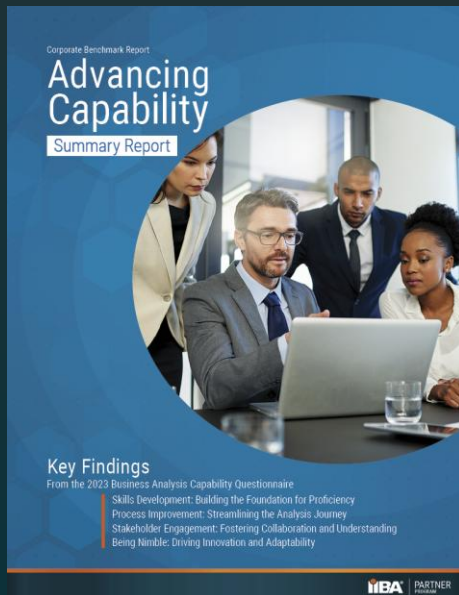
# Build A Community of Practice







# Next Steps?



## Invest in Business Analysis

An organization reaches peak performance when it effectively uses its business analysis capability to align strategic goals with operational implementation.

Become an IIBA program partner and start improving business outcomes.

# Questions?

