

how Business Analysis can make change stick



2024 10 14-18 — Filip Hendrickx

IIBA® AUSTRALIA & NEW ZEALAND

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Business Analysis**
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are you a change maker?

images by [Gordon Johnson](#) on [Pixabay](#)



every project is a change project



**every person on a project
is a change maker**





what do I know about change?

(except that it's tough and people usually don't like it)

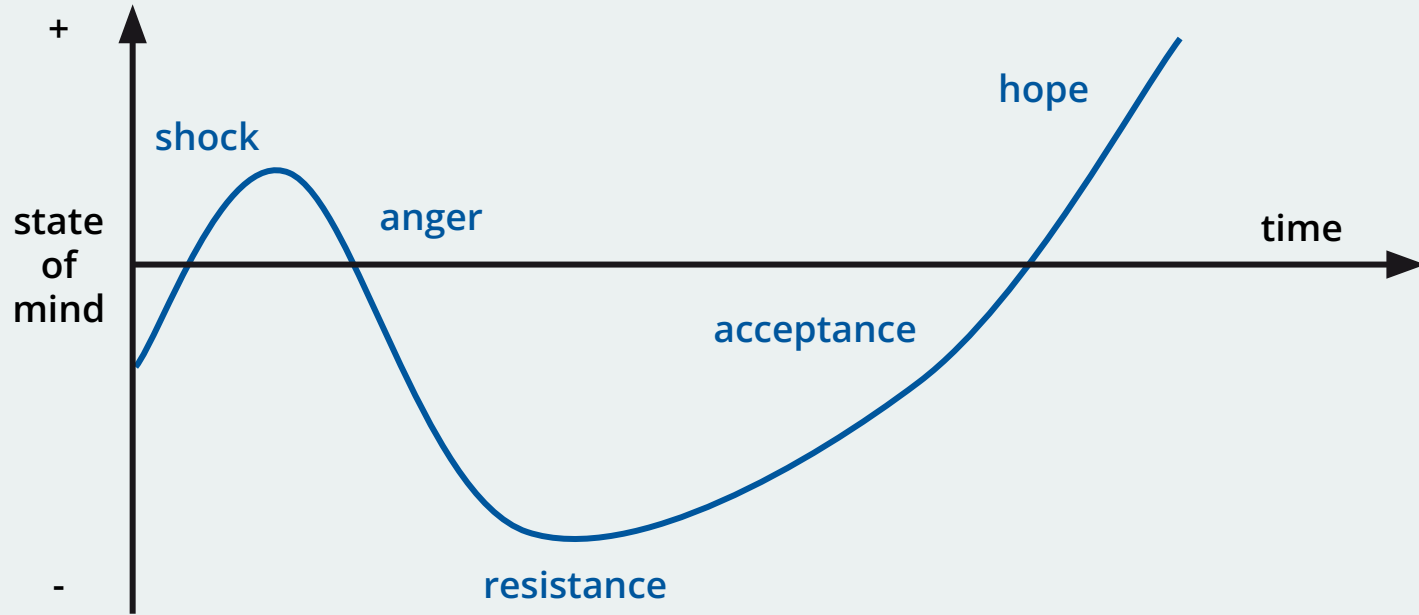
photo by [Priscilla Du Preez](#) on [Unsplash](#)



source: Prosci — [What's the ADKAR model?](#)



sarah model



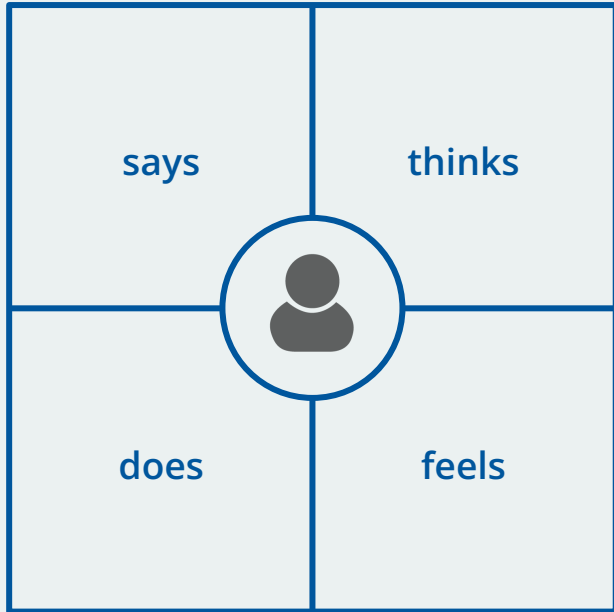




how does change *feel*?

photo by [Mae Mu](#) on [Unsplash](#)

empathy map



source: [Updated Empathy Map Canvas](#) — [Empathy Mapping](#)







deep listening

why *will* it (not) work? • yes, and ...

photo by [Nick Fewings on Unsplash](#)

A person is seen from behind, walking a tightrope. They are wearing a dark t-shirt and blue jeans. Their arms are outstretched for balance. The tightrope is a thick white rope. The background is a dark, rocky landscape under a dark sky. A blue horizontal band is overlaid on the image, containing white text.

make it safe

what is good enough for now and safe enough to try?

photo by [Loic Leray](#) on [Unsplash](#)

are we ready for change?



already doing it



let's do this!



maybe, need to think



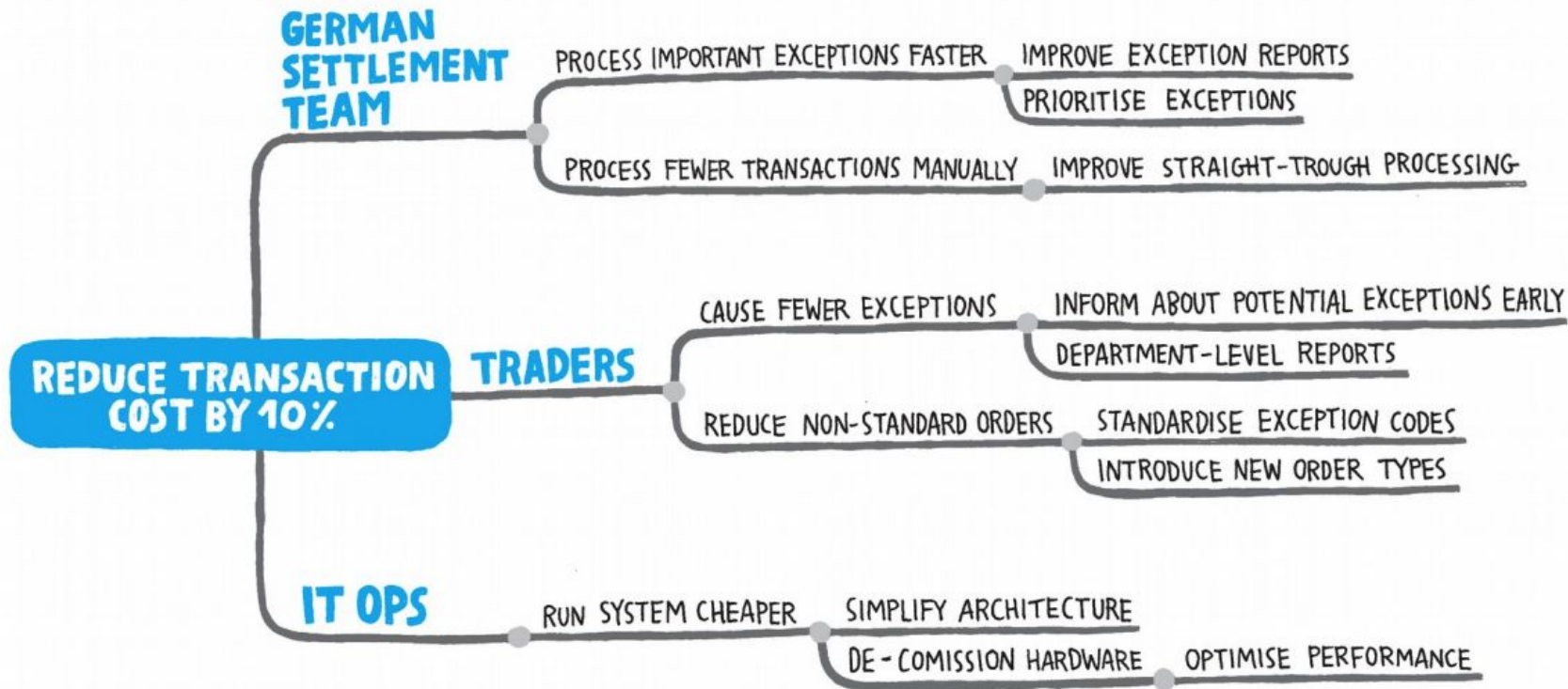
no way!



keep your/their eyes on the prize

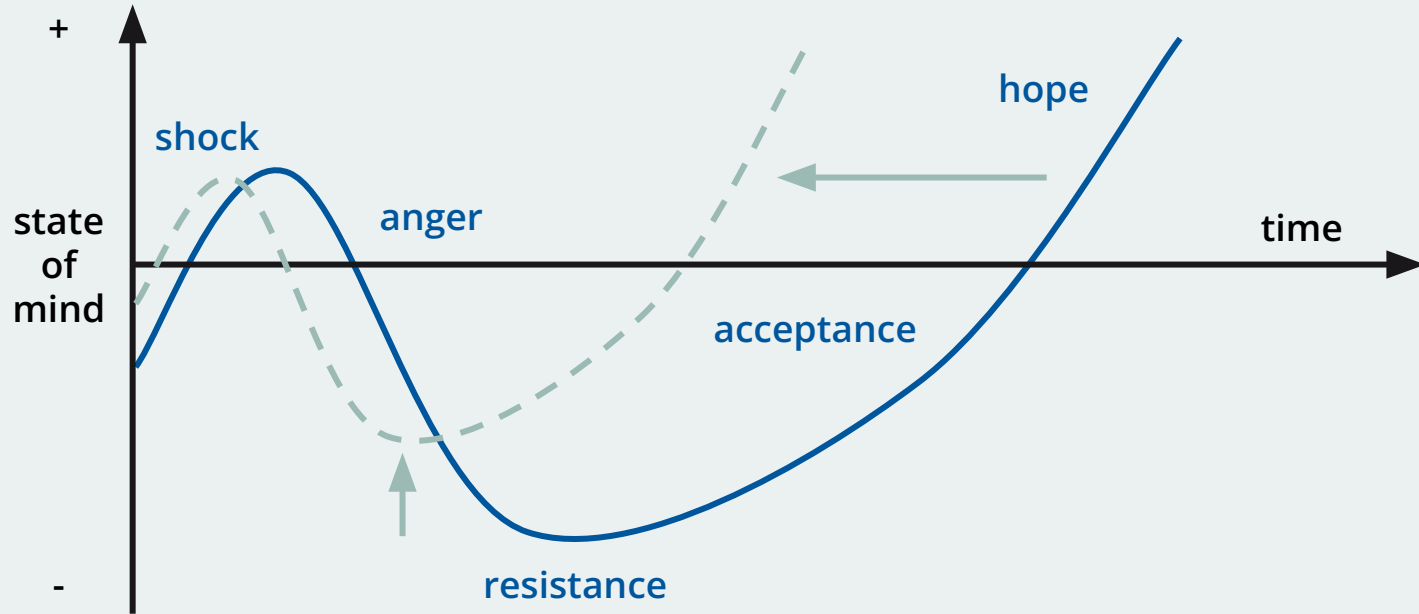
what would have to be true?

photo by [Charles Deluvio](#) on [Unsplash](#)



source: [Impact Mapping](#) — [Gojko Adzic](#)

change management



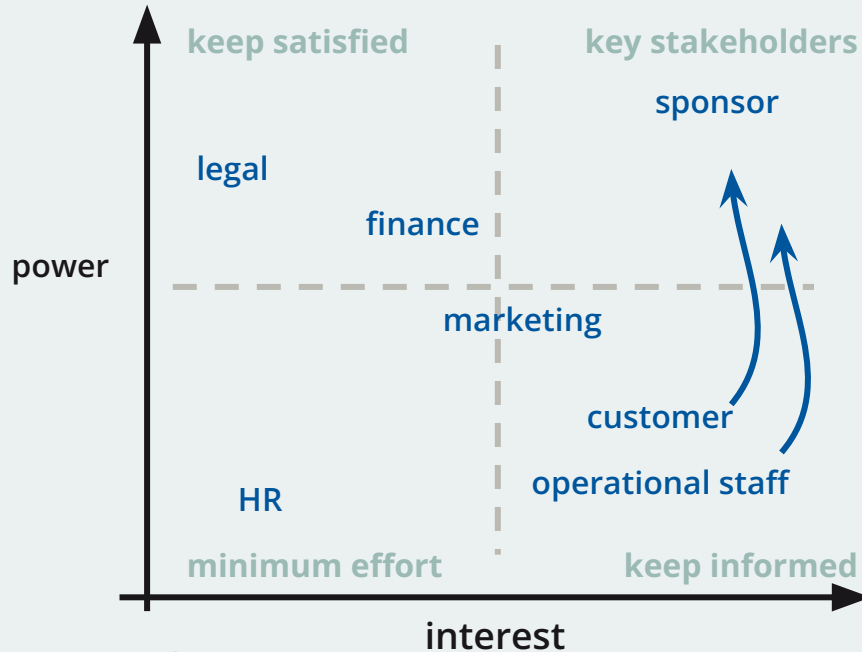
People don't resist change.
They resist **being** changed.

— Peter M. Senge

scientist, lecturer, author on organisational development and learning organisations



(facilitating) co-creation



source: [BrainyGlue.com](https://www.brainyglue.com)



be a spider

photo by [Nicolas Picard](#) on [Unsplash](#)

Kurt Lewin's Model Of Change





changeable by design?



photo by [Håkon Grimstad](#) on [Unsplash](#)

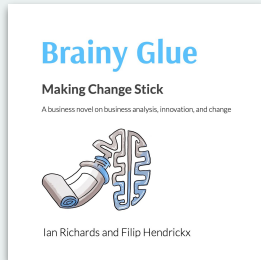


when change isn't strange

source: [The Guardian](#)

about me

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Brainy Glue

Making Change Stick

A business novel on business analysis, innovation and change



By Ian Richards and Filip Hendrickx

BrainyGlue.com



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Illustrations by Koen De Keersmaecker from Bizzuals

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business analyst!"

– Ann Mistiaen, Business Analyst, Novado, Belgium

"Brainy Glue offers a unique perspective of business analysis."

– Dr Debra Paul, Managing Director, AssistKD, United
Kingdom

"New and experienced BAs will enjoy the storytelling and be
reminded of the value of their skill set."

– Barbara Carkenord, CBAP, IIBA-AAC, PMI-PBA, PMP,
Consultant at Carkenord Consulting, Board Chair of IIBA,
United States

"Great ideas that stick in my mind forever."

– Fabrício Laguna, CBAP, AAC, PMP, MBA, Business
Consultant, Teacher and Professional Speaker, Brazil

alter
shape.