



Business Analysts Are Product People Too!

Global Business Analysis Day
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<https://insideproduct.co/ba-product-gbad>

The Transformation Trifecta

AGILE TRANSFORMATION

FOCUS ON TECH
EFFICIENCY

BUILD STUFF RIGHT

INTRODUCED
THE PRODUCT
OWNER ROLE

DIGITAL TRANSFORMATION

SHIFTING
PERSPECTIVE OF
TECHNOLOGY FROM
COST CENTER TO
ENABLER, BUT STILL
LOOK AT THINGS AS
PROJECTS, OUTPUTS,

PRODUCT TRANSFORMATION

CHANGE HOW WE
ORGANIZE WORK.

CHANGE HOW WE
ORGANIZE TEAMS

INTRODUCED
PRODUCT
MANAGER ROLE
TO INTERNAL
CONTEXT

From Project to Product

PROJECT ORIENTATION

HOW MUCH WILL THIS COST?

FIXED DURATION

DELIVER AN ASSIGNED SOLUTION

OUTPUT, ON TIME, IN BUDGET

TEMPORARY, SPLIT FOCUS,
PULLED FROM RESOURCE POOLS

BUILD ONLY

EXPENSE

BUDGETING

TIME FRAME

DEFN OF SCOPE

SUCCESS

TEAM MAKEUP

TEAM OWNS

IT ORG

PRODUCT ORIENTATION

HOW MUCH ARE WE
WILLING TO SPEND?

ENTIRE PRODUCT LIFECYCLE

ASKED TO SOLVE A PROBLEM

ACCOMPLISH OUTCOME

STABLE, DEDICATED,
ALL NEEDED SKILLS

BUILD AND RUN

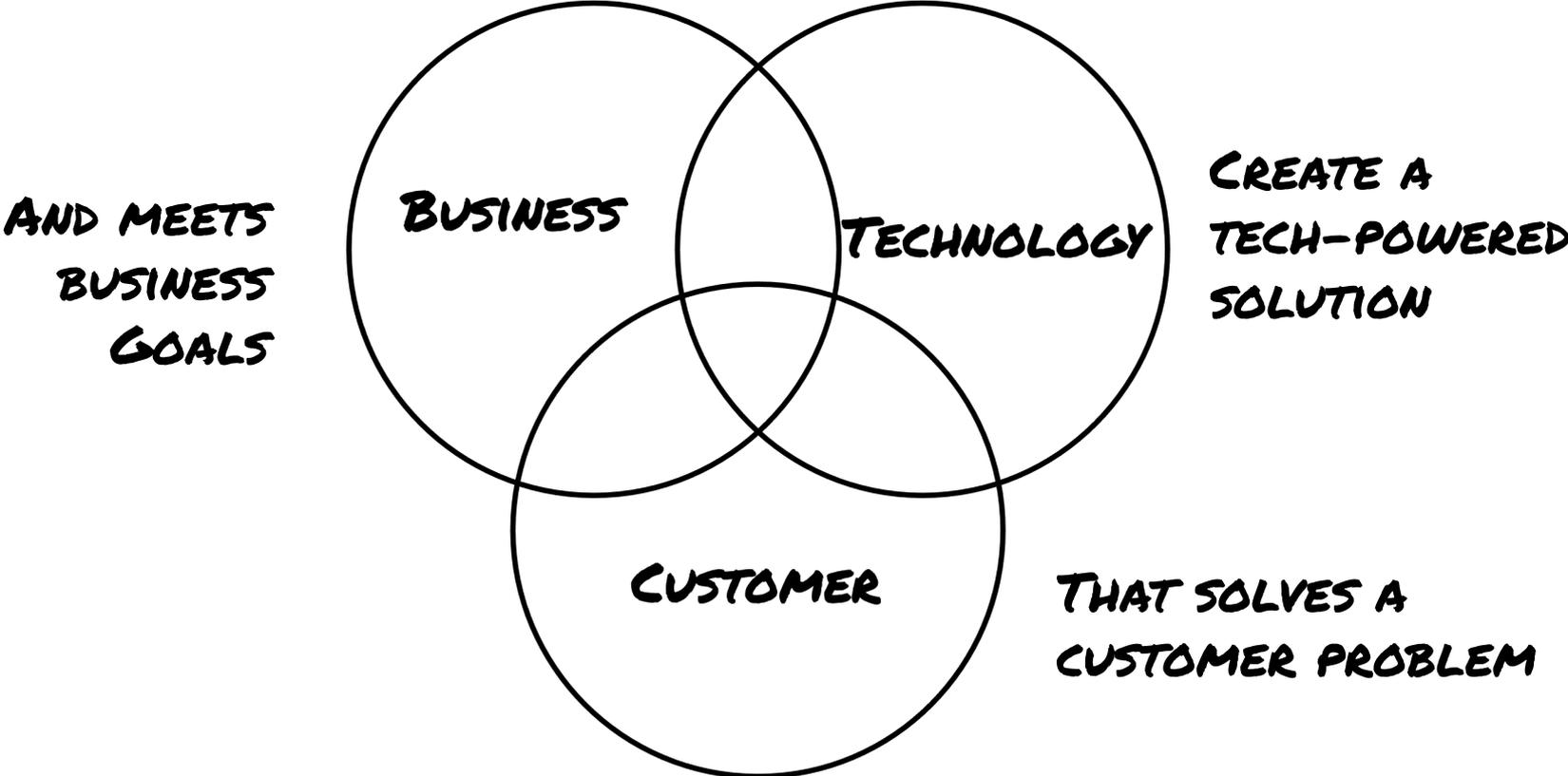
INVESTMENT

The Product Model

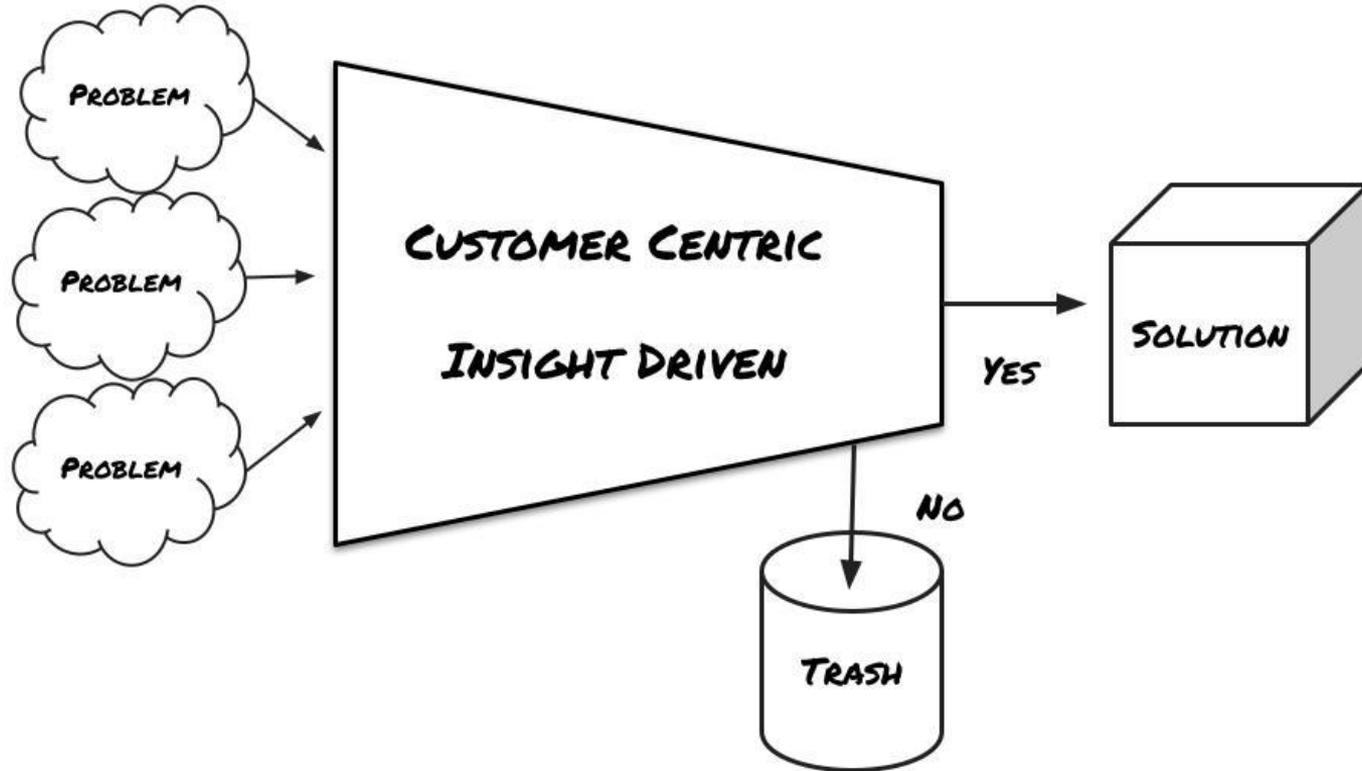
“All models are wrong, but
some are useful.”

- George E. P. Box

The Product Model



How you decide which problems to solve



How you solve problems

TEAMS FIND SOLUTIONS THAT ADDRESS FOUR PRODUCT RISKS



VALUE



USABILITY

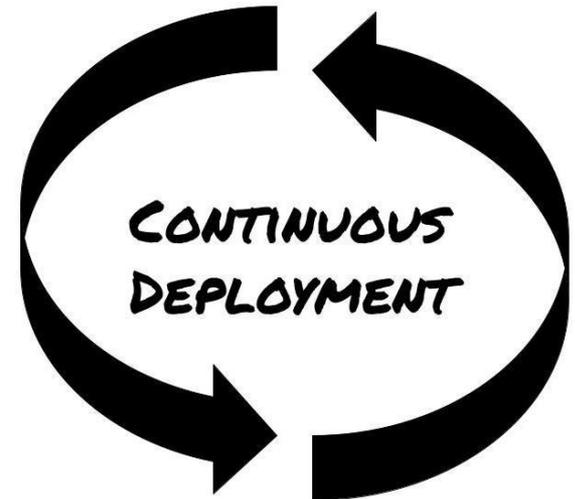
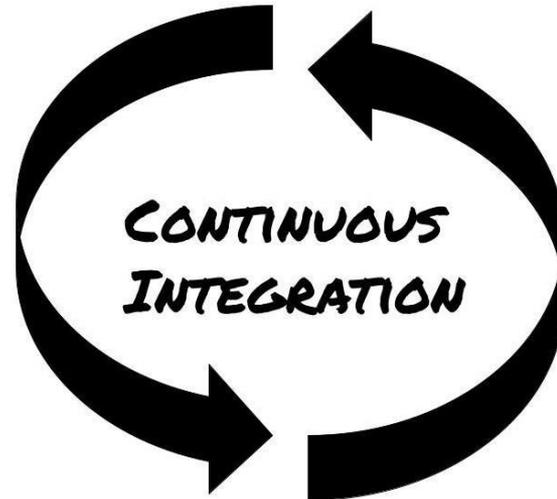


FEASIBILITY



VIABILITY

How you build solutions



THE BENEFITS OF AGILE WITHOUT THE BAGGAGE

Product People

One organization's
product owner
is another organization's
product manager

Product Management



Product Ownership



What this means for
business analysts

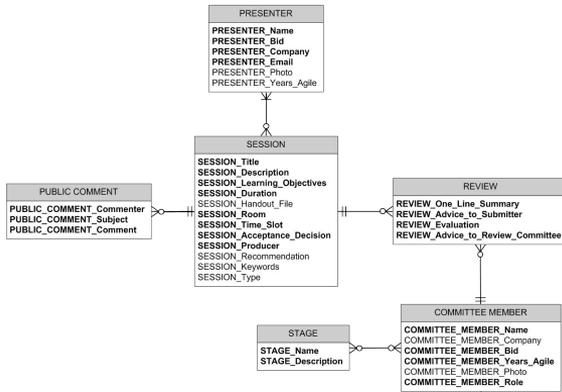
“If you need to invoke your job title for people to believe what you say, then you need a better argument.”

- Neil deGrasse Tyson

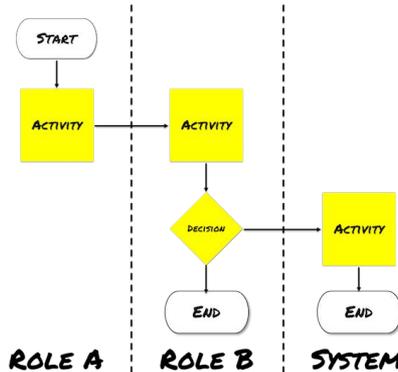
Business analysts deal with viability



VIABILITY MEANS YOUR SOLUTION WORKS WITHIN CONSTRAINTS OF THE DEPARTMENTS THAT USE IT.



DATA



PROCESSES



BUSINESS RULES

Business analysts deal with value



**KNOW HOW YOUR ORG MAKES
AND SPENDS MONEY**



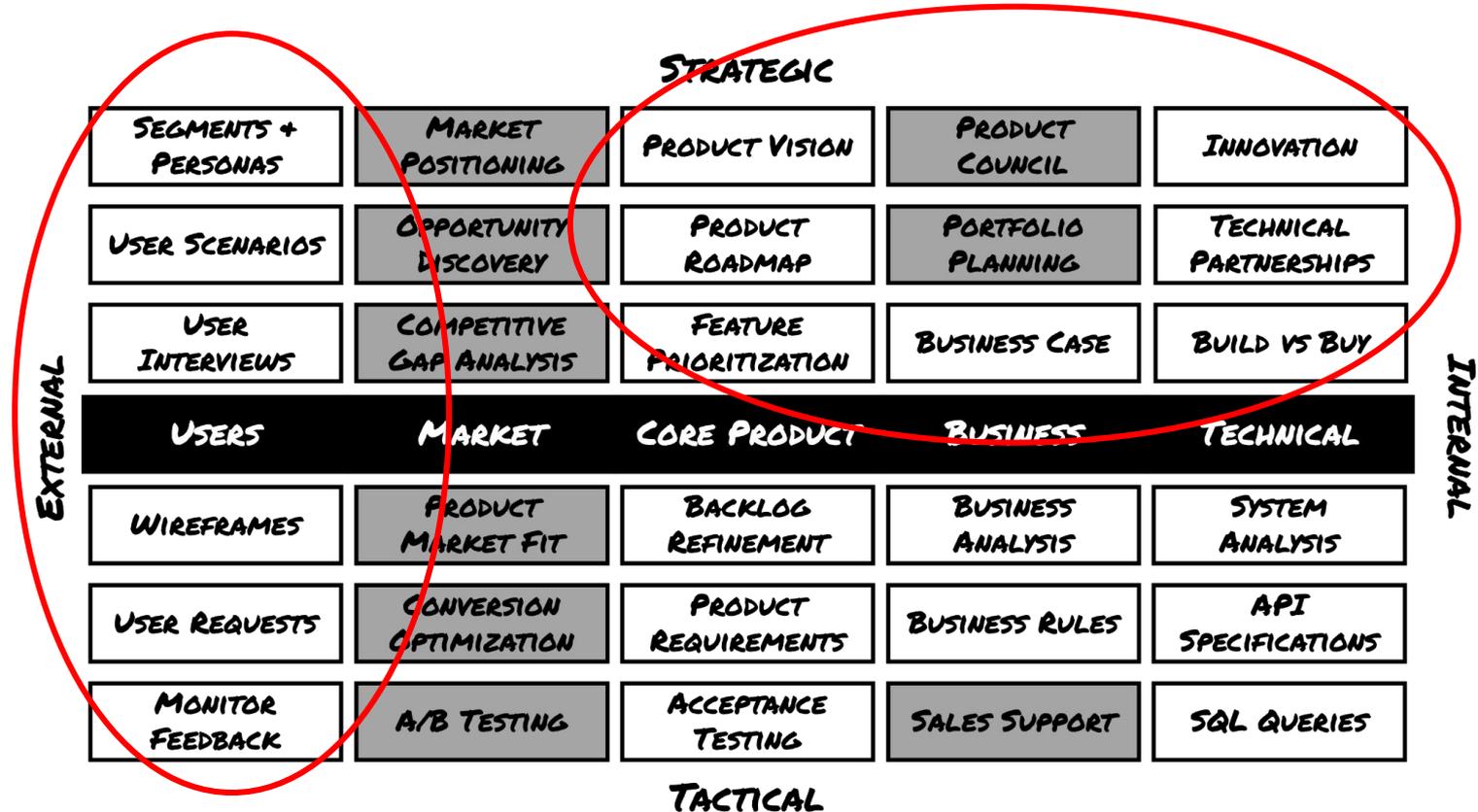
**KNOW HOW WHAT YOU DO
CONTRIBUTES TO THAT**



Business Analysis



Internal product

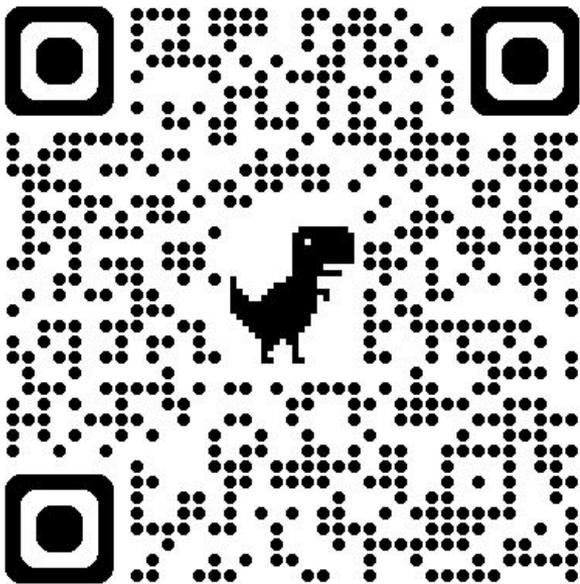




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