

Simplifying Advanced Process Mapping

A Stakeholder-Focused Workshop for Clearer, More
Effective Communication



Talk to us today
www.bapractice.com.au

BA Coach



We are a 100%
Australian business.

Kevin Gupta (CBAP®)
Kevin.Gupta@bapractice.com.au

Get In Touch



Monday to Saturday



9.00am - 6.00pm



0422 800 242



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[/in/kevingupta/](#)



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Facilitated by



Thank you





Disclaimers

The content presented in this workshop is for educational purposes only and should not be considered professional advice or guidance. The examples, case studies, and methodologies provided are based on general principles and may not directly align with the specific requirements or context of your organisation or project.

It is recommended to consult The BA Practice for tailored advice specific to your organisation or project requirements.

For business analysis training solutions and other professional services, contact The BA Practice to explore the comprehensive range of training programs and expertise.

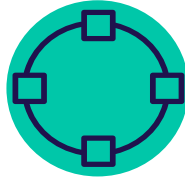
While the information shared in this workshop is freely available, we kindly request that you provide credit to The BA Practice when referencing or utilising the materials.



Agenda



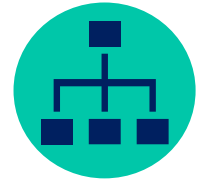
About The BA
Practice



Introduction to the
Workshop



Fundamentals



4-Levels of Process
Mapping



Case Study



Interactive Workshop
Session



Q&A Discussion



Wrap-up and
Conclusion



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The BA Practice

About

- ✓ *IIBA-approved course provider*
- ✓ *15+ years of business analysis experience*
- ✓ *50+ successful BA projects facilitated*
- ✓ *Projects delivered across industries*
- ✓ *Flexible in our services and approach*
- ✓ *Participants covered by our guarantees*
- ✓ *Consistently received 5-star Google reviews*

Vision

“To be Australia's leading consultancy and business analysis training organisation that delivers value to its clients, their organisations & projects.”

Tagline

“Stay ahead of the curve with our business analysis training for tomorrow's challenges.”

Guarantees

- ✓ *Price Beat Guarantee*
- ✓ *Price Protection Guarantee*
- ✓ *Guaranteed to Run*
- ✓ *100% Success or Refund*

What we do



Public speaking



Business analysis
certificate training



Business analysis integration
strategy and capability set-up



Consulting and Resourcing

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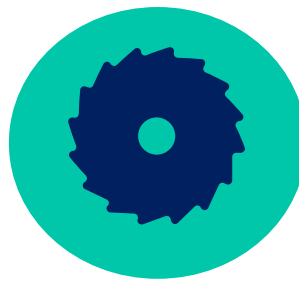
Workshop Introduction

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Workshop Introduction

- Objectives:
 - Explore the significance of simplified process mapping in the context of business analysis.
 - Equip participants with practical techniques to streamline and optimise process maps.
 - Enhance participants' ability to create clear, accessible, and effective process maps.
 - Provide insights into the impact of simplified process mapping on communication, efficiency, decision-making, and stakeholder engagement.



Workshop Introduction

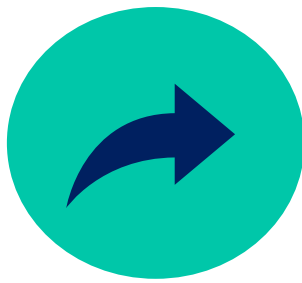
- **Workshop scope and focus:**

In-scope	Out-of-scope
Focuses on the fundamental concepts and principles rather than specific software applications.	Advanced technical tools or software for process mapping.
It aims to provide practical knowledge and skills for simplifying process mapping rather than delving into advanced modelling techniques.	Delve into process modelling methodologies or frameworks. For example, BPMN, Lean Six Sigma, Value Stream Mapping (VSM), Unified Modelling Language (UML), Event-driven Process Chain (EPC), etc.
It focuses on simplifying the process mapping itself (not about simplifying the tools/strategies).	Project management or overall business strategy.
It concentrates on the visual representation and improvement of processes.	In-depth data analysis or statistical process control.
It focuses on the manual creation and simplification of process maps, rather than automated solutions.	Process automation or workflow automation tools.
Encourages participants to adapt and tailor the concepts and techniques to their organisation's needs.	Prescribe specific tools, methods, processes, or software for process mapping.



Workshop Introduction

- Importance of Simplified Process Mapping:
 - Understand why simplifying process mapping is crucial in today's business landscape.
 - Learn how clear and accessible process maps improve communication and understanding.
 - Discover the impact of simplified process mapping on efficiency, decision-making, and stakeholder engagement.
 - Learn to foster collaboration and ownership by engaging stakeholders through simplicity.
 - Save time by creating scalable and reusable process maps, saving time and effort in future projects.



Workshop Introduction

- What to expect:
 - An interactive and engaging learning experience.
 - Opportunities to ask questions, share insights, and participate in discussions.
 - Practical exercises to apply concepts and enhance your skills.



Workshop Introduction

- Key takeaways:
 - Recognise the importance of simplified process mapping in business analysis.
 - Possess practical techniques to streamline and optimise process maps.
 - Understand the impact of clear and accessible process maps on communication, efficiency, and decision-making.
 - Enhance your ability to create process maps that effectively engage stakeholders and drive value.
 - Apply your learnings in real-world scenarios to improve process mapping practices and outcomes.

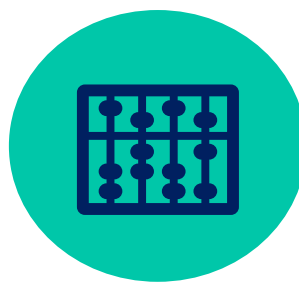
Fundamentals of Process Mapping

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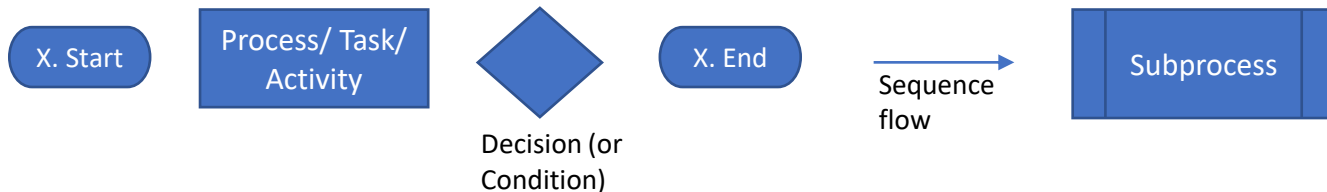
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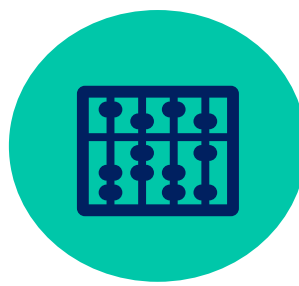
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Fundamentals

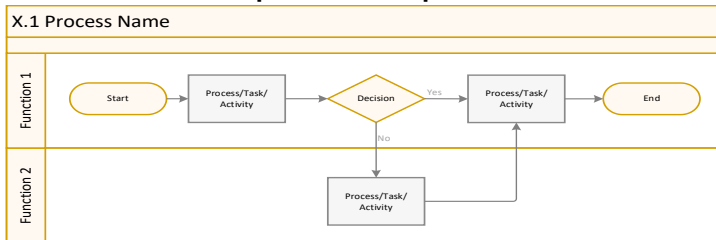
- **Key Principles of Effective Process Maps:**
 - **Keep it simple and concise:** Focus on capturing essential steps and information.
 - **Use standardised symbols and notation:** Ensure consistency and universal understanding.





Fundamentals

- **Key Principles of Effective Process Maps:**
 - **Incorporate clear and logical flow:** Illustrate the sequence and dependencies of activities.
 - **Document roles and responsibilities:** Identify who is responsible for each step in the process.



- **Include relevant metrics and measures:** Track performance and identify areas for improvement.



Fundamentals

- **Best Practices for Effective Process Maps:**
 - **Engage Stakeholders:** Involve key stakeholders from different departments to foster collaboration and ensure comprehensive process understanding.
 - **Validate and Iterate:** Regularly update process maps based on changes in requirements. Seek stakeholder feedback for accuracy and relevance.
 - **Provide Context and Explanations:** Supplement process maps with supporting documentation to aid training and understanding.
 - **Ensure Accessibility:** Use precise language and visual cues in process maps to make them easily understandable for all stakeholders. Avoid complex terminology.

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Four Levels of Process Mapping

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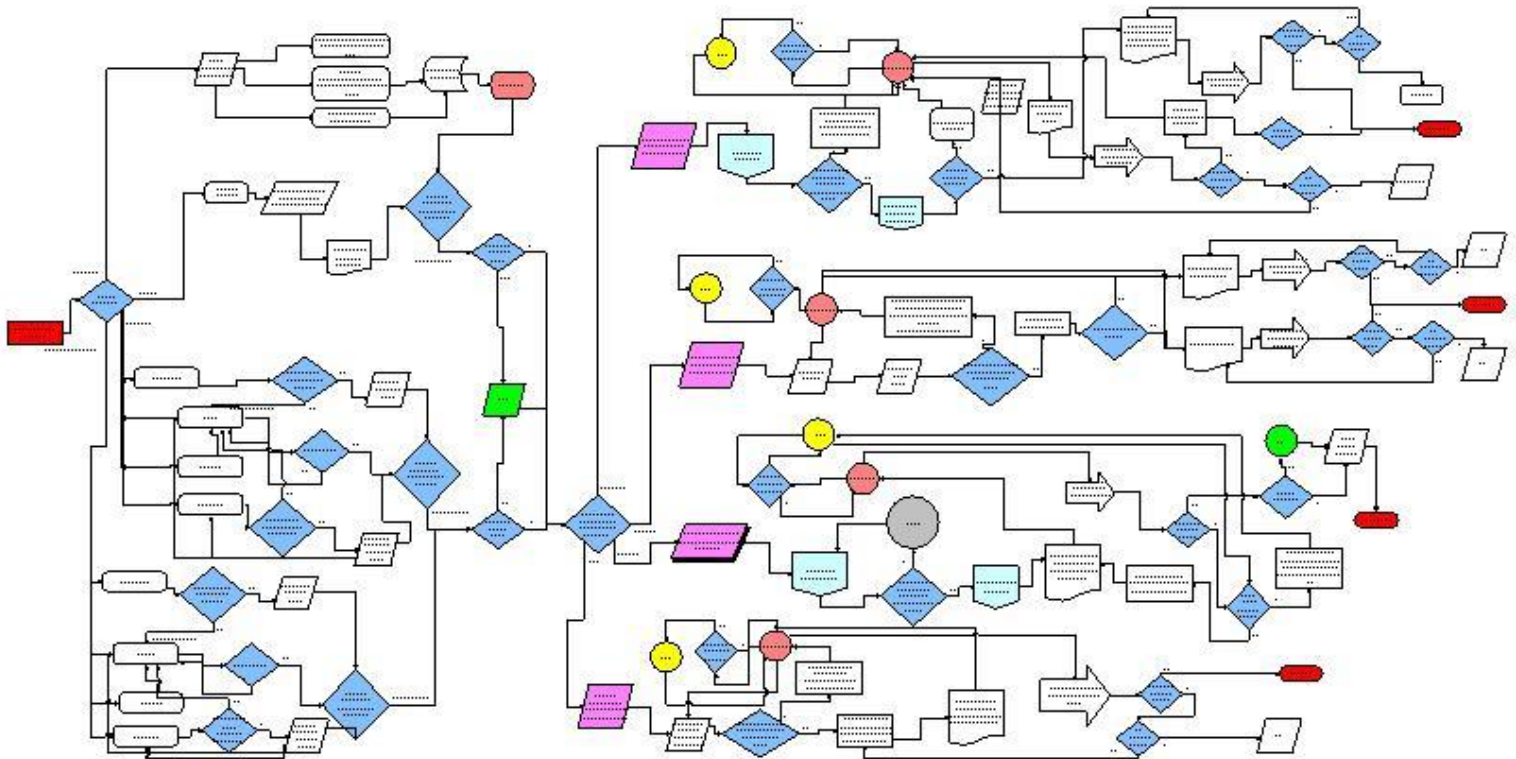
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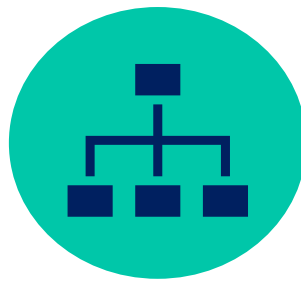
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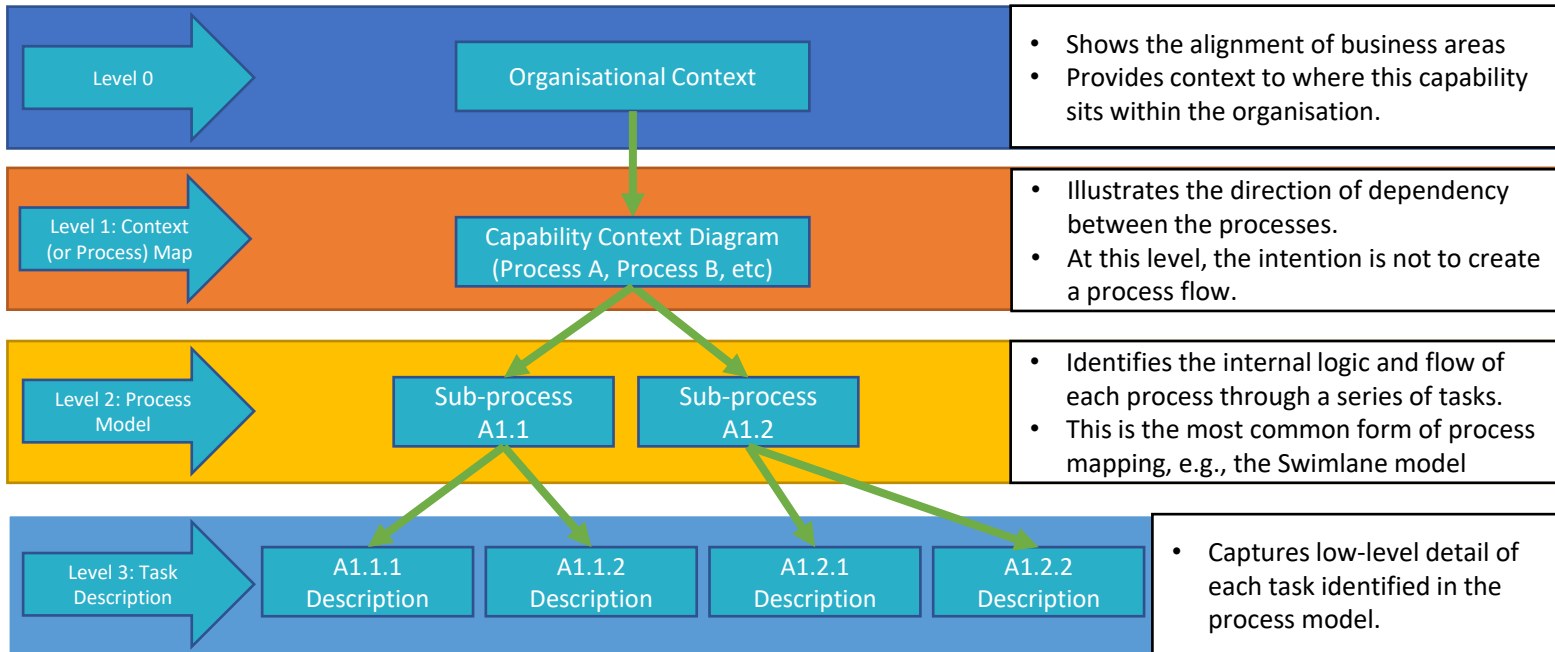


Process Maps to **avoid**





Four Levels of Process Mapping





Level 0 - Organisational Context [As-Is/Future]

BA Practice

Operations

Human Resources

Education

Supply Chain

Quality Assurance

Production

Learning and Dev.

Talent Acquisition

Employee Relations

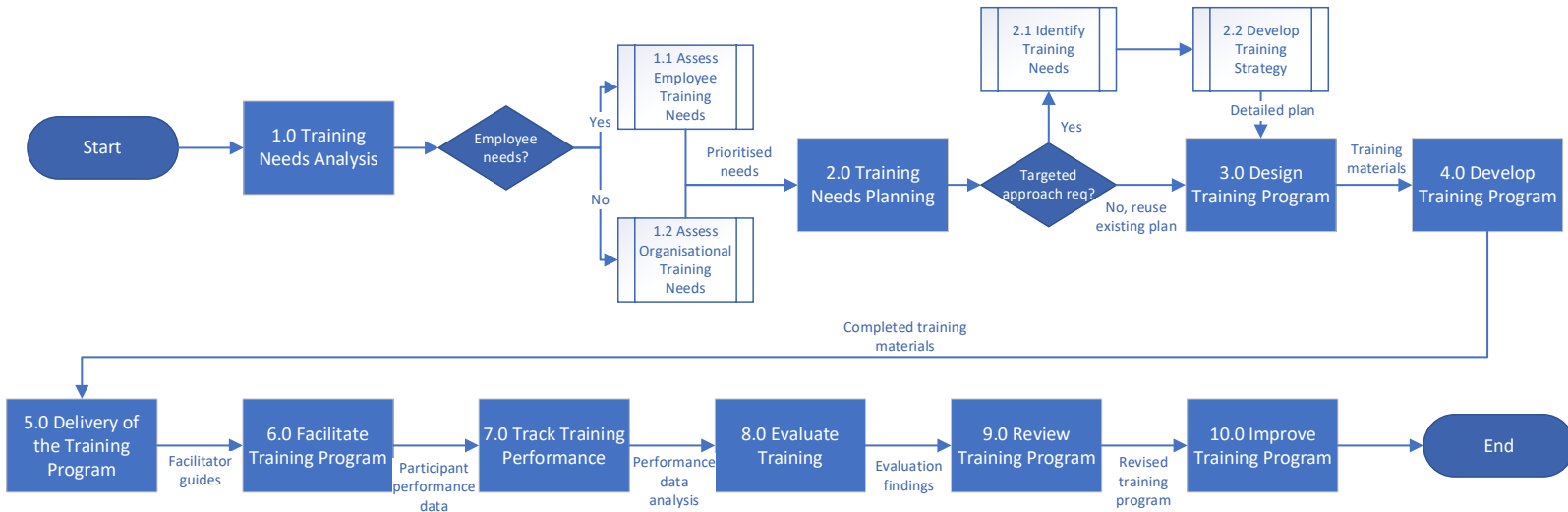
Course Development

Course Delivery

Topic (Value Chain): Integrated Training and Performance Management – Implementing an Enterprise Resource Planning (ERP).



Level 1 – Context (or Process) Map



Tips:

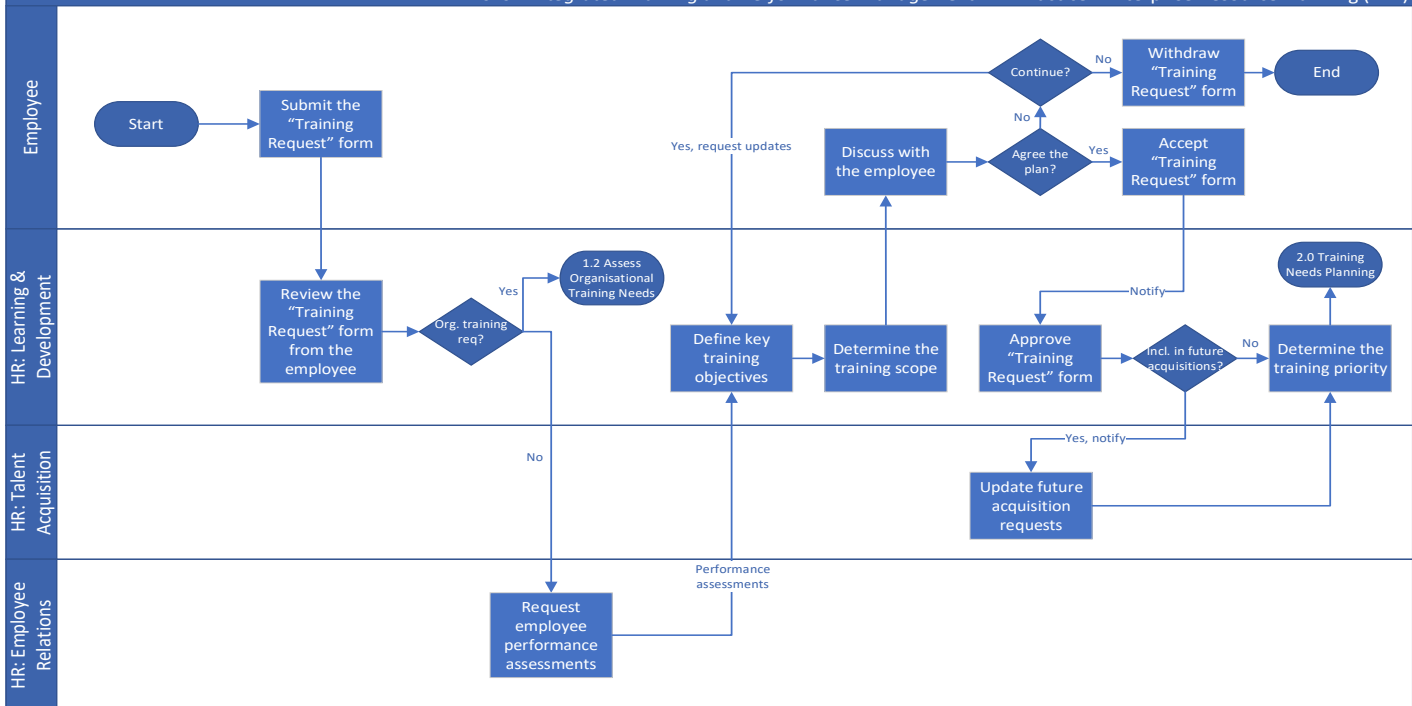
- 1. Number the processes:** Assign unique numbers, use a consistent numbering scheme, maintain simplicity, communicate the numbering system, and maintain a legend.
- 2. Flows:** Ensure there is a start and at least one end, maintain logical flow, minimise cross-overs and overlaps, show all critical processes in the value chain, only show sub-processes that can change the flow and its interpretation, validate and refine the flow.



Level 2 – Process Model

1.1 Assess Employee Training Needs

As-Is: "Integrated Training and Performance Management" BA Practice - Enterprise Resource Planning (ERP)





Level 3 – Task Description

Task	Submit the “Training Request” form
Process model	1.1 Assess Employee Training Needs
Responsibility (actor)	The actor (team/person) responsible for this task
Trigger/s	<ol style="list-style-type: none"> Employee's performance review Employee's career development goals Job role changes or promotion
Input	BA Practice’s training request form
Output	Submitted the training request form
Dependency	N/A
Timeframes	N/A
Alternative paths	Submit a paper form via email to HR – Learning and Dev team
Steps	Decisions/Rules
Access the training portal at www.bapractice.com.au	<ol style="list-style-type: none"> Ensure that all required fields are filled. Follow guidelines or policies. Seek necessary approvals, if required, before submitting the training request form. Comply with any budgetary or funding constraints. Only one form per request.
Access the ERP system or training portal	
Fill in the required fields in the training request form, including: Name, ID, Course, Justification, Cost, etc.	
Attach supporting documents (optional)	
Submit the training request form by clicking the "Submit" button.	

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Case Study

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Case Study: Process Mapping for CRM Implementation at The BA Practice

Organisation: The BA Practice

Task: Analyse and document the current state for the Value Chain

Background:

The BA Practice, a leading provider of business analysis services and professional certification courses (ECBA, CCBA, CBAP), is embarking on a CRM implementation project to enhance Customer Relationship Management processes, led by the Customer Engagement division impacting all its teams. As part of this initiative, the organisation aims to map their current major processes across different divisions and teams, highlighting the interactions between teams. Additionally, in Phase 1 of the project, the CRM will initially integrate with Supply Chain, Learning and Development, Course Development, and Course Delivery teams. By identifying critical processes, sub-processes, and the flow of information between teams, The BA Practice will be able to align its processes with the CRM system and optimise customer engagement.

Objective:

This case study aims to engage participants in analysing and mapping the current major processes at The BA Practice across various divisions and teams, focusing on their interactions. By identifying critical processes, sub-processes, and the flow of information between teams, participants will lay the groundwork for designing future state processes that support CRM implementation and improve customer engagement.

Divisions and Teams at The BA Practice:

1. **Operations** – Supply Chain, Quality Assurance, and Production
2. **Human Resources** – Learning and Development, Talent Acquisition, Employee Relations
3. **Education Division** – Course Development and Course Delivery
4. **Customer Engagement Division** – Customer Sales and Customer Retention
5. **Marketing Division** – Brand Management, Content Marketing, Digital Marketing, and Events

Tip: Avoid creating an Organisational Chart when developing the Level 0 – Organisational Context visual.

Process examples:

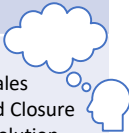
1. **Customer Sales:** Lead Generation and Qualification, Sales Presentations and Proposals, Contract Negotiation and Closure
2. **Customer Retention:** Customer Support and Issue Resolution, Customer Satisfaction Surveys, and Customer Loyalty Programs
3. **Course Development:** Curriculum Design and Content Creation
4. **L&D:** Training Needs Assessment and Employee Skills Development
5. **Supply Chain:** Procurement and Vendor Mgt, Inventory Mgt, and Order Fulfillment

Considerations:

1. Ensure that the process maps are detailed enough to capture each major process's subprocesses, inputs, outputs, activities, and tasks.
2. Identify the Value Chain owner for the CRM implementation process and specify their role and responsibilities.
3. Collaborate with relevant stakeholders to gather accurate information about the processes and their associated activities.
4. Highlight the interdependencies and handoffs between processes to ensure smooth coordination among the divisions and teams involved in the CRM implementation.

Outcome:

Participants in this case study will gain practical experience in analysing and mapping key processes within The BA Practice's divisions and teams. By identifying team interactions and information flow, participants will contribute to developing future state processes aligned with CRM implementation. This exercise will improve understanding of critical touchpoints and collaboration required for effective customer engagement. Optimising and integrating these processes with the CRM system will enhance customer interactions, streamline operations, and achieve CRM implementation objectives.



Summary

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Summary

- Gain valuable insights and practical skills for process mapping.
- Foster collaboration and ownership among stakeholders.
- Create scalable and reusable process maps for future projects.
- Apply critical principles and best practices for effective process mapping.
- Improve communication and drive better results.
- Visit our website, www.bapractice.com.au for downloadable workshop materials.
- Thank you for participating and applying your newfound skills to future endeavours.

**The best compliment you can
give is to recommend us to your
friends and colleagues.**

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Reading Material

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Pros, Cons, and Stakeholders

Process Level	Pros	Cons	Targeted Stakeholders*
Level 0 – Organisational Context	<ol style="list-style-type: none"> Provides a holistic view of the organisation's processes, facilitating strategic decision-making. Enables identification of process interdependencies and alignment with business objectives. Assesses the Return on Investment (ROI) and financial impact of process improvements. 	<ol style="list-style-type: none"> Lacks specific details required for process optimisation and redesign. Does not capture all nuances and variations within individual processes. 	<ol style="list-style-type: none"> C-suite executives and senior management Strategic planning team Business and Architecture teams Business analysts Internal auditors
Level 1 – Context (or Process Map)	<ol style="list-style-type: none"> Provides a visual representation of major processes and their relationships. Helps stakeholders understand the flow and sequence of activities. Facilitates communication and collaboration between departments. Supports ROI analysis by identifying process bottlenecks and improvement opportunities. 	<ol style="list-style-type: none"> May not capture all subprocesses or detailed activities within each process. Lacks the granularity required for deep process analysis and optimisation. 	<ol style="list-style-type: none"> Process owners and managers Cross-functional teams Business and Tech teams Quality assurance teams Business analysts
Level 2 – Process Model	<ol style="list-style-type: none"> Offers a detailed breakdown of subprocesses and activities within each process. Facilitates process analysis and improvement efforts. Enables ROI analysis by identifying cost-saving opportunities. Provides a foundation for process standardisation and automation. 	<ol style="list-style-type: none"> May require significant time and effort to create and maintain. May not capture every single task or decision point within a process. 	<ol style="list-style-type: none"> Process owners and managers Continuous improvement teams Business teams Architecture and Development Business analysts
Level 3 – Task Description	<ol style="list-style-type: none"> Provides a granular view of individual tasks, decisions, and rules within subprocesses. Enables deep process analysis, optimisation, and training efforts. Supports ROI analysis by identifying opportunities for resource and time savings. Helps in assessing the financial implications of process changes. 	<ol style="list-style-type: none"> Requires significant effort and resources to document and maintain. May not be necessary for all processes or organisations. 	<ol style="list-style-type: none"> Process owners and managers Team leads and supervisors Operations and production teams IT and Development teams Business analysts

Note: The targeted stakeholder lists above are general guidelines and may vary depending on the specific organisation and its processes.

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Good and Bad Process Mapping Practices

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Good Design Principles

Process Level	Design Principles
Level 0 – Organisational Context	<ol style="list-style-type: none">Holistic Perspective: Capture the overall organisational context, including high-level processes, divisions, and interrelationships.Strategic Alignment: Ensure the process map aligns with the organisation’s strategic objectives and goals.Value Focus: Highlight the value chain and how processes deliver value to the organisation and its customers.Simplification: Keep the map at a high level to provide a clear and simplified view of the organisation’s processes and their interactions.
Level 1 – Context (or Process Map)	<ol style="list-style-type: none">Process Clarity: Clearly define and visualise the major processes within the organisation.Stakeholder Perspective: Consider the perspective and needs of key stakeholders to ensure their requirements are addressed.Input-Output Relationships: Identify and depict the inputs and outputs for each process, showcasing their relationships and dependencies.Cross-Functional Understanding: Emphasise the interactions and handoffs between different teams or departments to enhance cross-functional understanding.
Level 2 – Process Model	<ol style="list-style-type: none">Process Decomposition: Break down each central process into its constituent subprocesses or functional areas for a detailed analysis.Sequential Flow: Depict the sequential flow of activities within each subprocess, illustrating the logical sequence of steps.Roles and Responsibilities: Assign roles and responsibilities to specific activities or subprocesses to clarify accountability.Information and Data Flow: Highlight the flow of information and data across subprocesses, ensuring smooth communication and coordination.
Level 3 – Task Description	<ol style="list-style-type: none">Granularity and Detail: Capture the specific tasks and activities in each subprocess to understand the operational level details.Sequencing and Dependencies: Show the precise sequence of tasks and their interdependencies within each subprocess.Tools and Resources: Identify the tools, systems, and resources required to execute each task effectively.Decision Points: Highlight decision points within tasks, indicating when and where decisions must be made.

Note: These design principles provide general guidance for each process mapping level. However, it’s essential to adapt and tailor these principles to your organisation’s specific needs, considering factors such as the complexity of processes, the level of detail required, and the stakeholders’ preferences.



Bad Design Principles

Process Level	Design Principles
Level 0 – Organisational Context	<ol style="list-style-type: none">1. Avoid overlooking or dismissing the perspectives of key stakeholders. Ensure their input is actively sought and considered.2. Avoid making assumptions about the organisational context without gathering sufficient information and validation.3. Don't limit the organisational context mapping to a single perspective or department. Aim for a holistic view of the organisation.
Level 1 – Context (or Process Map)	<ol style="list-style-type: none">1. Don't overcomplicate the process map by including unnecessary details or too many subprocesses. Keep it high-level and focused on the main processes.2. Avoid using ambiguous or unclear labels or symbols in the process map. Ensure it is easily understandable by stakeholders.3. Don't rush through the validation process. Take the time to gather feedback and make necessary revisions to ensure accuracy.
Level 2 – Process Model	<ol style="list-style-type: none">1. Avoid neglecting the input of subject matter experts. Their insights and expertise are crucial for accurately capturing the subprocesses and their relationships.2. Don't overlook process variations or exceptions. Account for different scenarios or conditions that may impact the process flow.3. Avoid excessive complexity in the process model. Aim for a balance between providing sufficient detail and maintaining clarity.
Level 3 – Task Description	<ol style="list-style-type: none">1. Don't rely solely on documentation or assumptions. Involve the actual task performers to gather accurate information about the tasks and their execution.2. Avoid micromanagement or dictating the tasks and their steps. Allow room for flexibility and input from task performers.3. Don't skip the validation step. Ensure that the task-level process map aligns with the actual execution and is verified by the task performers.
At all levels	<ol style="list-style-type: none">1. Avoid working in isolation. Collaboration with stakeholders and subject matter experts is essential at every level.2. Don't overlook the importance of clear and effective communication. Use simple and concise language to ensure understanding among stakeholders.3. Avoid making the process mapping exercise too rigid. Adapt and iterate as needed based on feedback and changing requirements.

Note: By avoiding these pitfalls, you can enhance the effectiveness and accuracy of the process mapping efforts and ensure that the resulting maps are valuable for understanding and improving the organisation's processes.

Tips to get Started with Process Mapping

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Tips on how to get started with process mapping

Process Level	Tips
Level 0 – Organisational Context	<ol style="list-style-type: none">1. Identify key stakeholders and schedule interviews or workshops to gather their perspectives on the organisation's processes and interactions.2. Review existing documentation such as organisational charts, strategic plans, or process documentation to understand the organisation's context.3. Create a visual representation (e.g., a high-level diagram) that shows the primary processes and their relationships within the organisation.4. Share and validate the initial organisational context map with stakeholders to ensure accuracy and alignment.5. Important tips: Identify a Value Chain owner and gain agreement to proceed to the next level.
Level 1 – Context (or Process Map)	<ol style="list-style-type: none">1. Identify the major processes within the scope and list their high-level inputs, outputs, and stakeholders.2. Create a visual process map or flowchart that shows the sequence and relationships between the primary processes.3. Standardised symbols or icons represent processes, inputs, outputs, and decisions.4. Review and refine the process map with stakeholders to ensure clarity and completeness.5. Important tips: Give the process a number and keep the process map high-level and focused on the big picture.
Level 2 – Process Model	<ol style="list-style-type: none">1. Select one major process and break it down into its key subprocesses or functional areas.2. Identify the sequence of activities within each subprocess and their dependencies.3. Document the subprocesses and their relationships using process modelling techniques (e.g., swim lane diagrams or flowcharts).4. Validate the process model with subject matter experts to ensure accuracy and capture any variations or exceptions. Do NOT make assumptions.5. Important tips: Create a legend. Use basic symbols that are easy to understand and help convey the message with “one” interpretation only.
Level 3 – Task Description	<ol style="list-style-type: none">1. Focus on a specific subprocess or functional area and identify its tasks and activities.2. Document each task's inputs, outputs, and responsible roles in a detailed task-level diagram, workflow, or matrix.3. Use process documentation tools or software to efficiently create and maintain the task-level process map.4. Collaborate closely with subject matter experts to validate and refine the task-level process map.5. Important tips: Involve the actual performers of the tasks for accurate insights and buy-in.

Note: These practical tips can help you quickly initiate and progress through each process mapping level. Adapt the approach based on the complexity and needs of your organisation, and always involve critical stakeholders for their input and validation.

**** Biggest tip from The BA Practice – Do NOT make assumptions, regularly communicate and collaborate, validate, ask “why”, and gain consensus.**

Communicate and Collaborate

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Communicate and Collaborate

Process Level	Tips to Communicate and Collaborate
Level 0 – Organisational Context	<ol style="list-style-type: none">1. Schedule regular meetings or workshops with key stakeholders to gather their perspectives and insights on the organisational context.2. Use visual aids to illustrate the interdependencies and relationships between processes.3. Share the organisational context map with stakeholders for feedback and validation.
Level 1 – Context (or Process Map)	<ol style="list-style-type: none">1. Conduct stakeholder meetings or workshops to review and refine the process map.2. Clearly communicate the objectives and scope of the process mapping exercise to stakeholders.3. Encourage open discussions and feedback to ensure the process map accurately represents the organisation’s processes and their interactions.
Level 2 – Process Model	<ol style="list-style-type: none">1. Collaborate with subject matter experts to gather detailed information about each process and its subprocesses.2. Use process modelling techniques that promote collaboration, such as swim lane diagrams or collaborative process modelling software.3. Schedule regular meetings or workshops to validate and refine the process model with stakeholders.
Level 3 – Task Description	<ol style="list-style-type: none">1. Involve the employees who perform the tasks in the process mapping exercise.2. Conduct interviews or observations to gather insights into the specific tasks and their execution.3. Collaborate closely with subject matter experts and task performers to accurately capture each task's inputs, outputs, and decision points.
All levels	<ol style="list-style-type: none">1. Use clear and concise language to communicate process mapping concepts and findings.2. Encourage active participation and feedback from stakeholders to foster collaboration.3. Document and share the process maps and related information in a central repository for easy access and collaboration.

Important note:

Document any new findings, process improvements, gaps, issues, actions, and requirements immediately. As a business analyst, it is YOUR responsibility to communicate and follow through until the conclusion.

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Addendum

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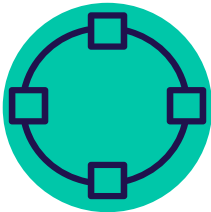
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Addendum



Our expertise



Our tagline



Our commitment
and passion



Our USPs



Our guarantees



Our courses



Survey and
Statistics



Organisation Business Analysis Coaching

It doesn't matter what your title is if you are performing business analysis. Organisations across the globe lose millions of dollars each year because of poor or inadequate awareness of business analysis.

The BA Practice offers coaching and consultations to enhance:

1. Business analysis outcomes
2. Quality and speed of deliverables
3. Productivity and efficiency through analysis
4. The importance of analysis re-use
5. 360-degree stakeholder engagement

The BA Practice assists organisations in implementing:

1. Strong business analysis capability
2. Business analysis governance and framework
3. Business analysis strategy
4. Integration of business analysis with stakeholder groups and other capabilities.



The BA Practice Tagline

“Stay ahead of the curve with our business analysis training for tomorrow's challenges.”

The training provided by The BA Practice helps individuals and organisations in:

1. **Future-proofing skills:** It prepares individuals to handle emerging challenges and new technologies by providing them with up-to-date knowledge and best practices in business analysis.
2. **Adaptability:** By staying ahead of the curve, professionals are better equipped to adapt to changes in the business environment, such as shifting market dynamics, technological advancements, and evolving customer needs.
3. **Enhanced problem-solving:** The training helps individuals develop critical thinking and analytical skills to analyse and solve complex business problems effectively.
4. **Strategic thinking:** It promotes a forward-looking mindset, enabling professionals to think strategically and proactively identify opportunities for business improvement and innovation.
5. **Competitive advantage:** By acquiring advanced business analysis skills, professionals gain a competitive edge in the job market, positioning themselves as valuable assets to organisations seeking to navigate future challenges successfully.



The BA Practice Commitment and Passion





Our Unique Selling Propositions (USPs)

Consulting

- ✓ Speciality in Business Analysis
- ✓ Thought Leadership
- ✓ Tailored Solutions
- ✓ BA Practice Setup
- ✓ Experienced Consultants
- ✓ Proven Methodologies
- ✓ Cost-effective Solutions
- ✓ Agile Approach
- ✓ Collaborative Partnerships
- ✓ Continuous Improvements

Training

- ✓ Highly Experienced Trainers
- ✓ Customised Training
- ✓ Practical Approach
- ✓ Comprehensive Course Curriculum
- ✓ Backed by our Guarantees*
- ✓ Flexible Learning
- ✓ Industry Recognition
- ✓ Your time zone supported*

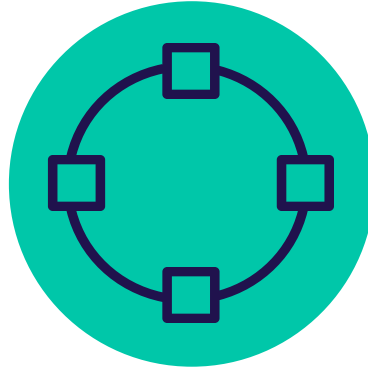
Addendum - Our Courses

Simplifying Advanced
Process Mapping
workshop

**For Enquiries and Course
Registration:**

Website: www.bapractice.com.au

Mobile: 0422 800 242



Digital Transformation

"Business analysis helps businesses do business better." IIBA®

"Deployed well, digital technology boosts revenue and transforms customer experience, operations, and business processes," stated MIT. When mismanaged, companies risk becoming obsolete." Business analysis can help organisations properly implement digital transformation initiatives and stay relevant.



Course Description

The International Institute of Business Analysis™ (IIBA®) has launched a certification program to globally recognise professionals in the field of business analysis. The multi-tiered program recognises Business Analyst Professionals who can demonstrate knowledge, skill, ability and their support in growth of the highly rewarding profession.



Skills Applied

You can apply the skills learnt in any business and project environment where analysis is performed such as:

- ✓ Traditional (e.g., waterfall)
- ✓ Agile (e.g., scrum)
- ✓ Hybrid
- ✓ New ways of working (e.g., currently in use by several large organisations)

Which certificate is for me?

ECBA™
\$899

CCBA®
\$1099

CBAP®
\$1099

Experience Level

0-2 Yrs

2-5 Yrs

5+ Yrs

no minimum experience req'd

minimum 3750 hours experience

minimum 7500 hours experience

Target Audience

- Aspirants / Enthusiasts

- Recent Graduates

- Professionals looking for a career change

- Hybrid BAs incl. FAs, UX/UI, PMs, CMs, QAs, DAs, Testers, & Designers

- Product Managers

- Consultants

- Hybrid business analysts incl. FAs, UX/UI, PMs, CMs, QAs, DAs, Testers, & Designers

- Product Managers

- Consultants

- Hybrid business analysts incl. FAs, UX/UI, PMs, CMs, QAs, DAs, Testers, & Designers

Addendum - Our Guarantees

Simplifying Advanced
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Our Price Beat Guarantee

At The BA Practice, we don't just offer courses; we live and breathe business analysis. We want to spread globally recognised business analysis practices across Australia and beyond.

Our Price Beat Guarantee (PBG) means that if you find a lower-priced identical course item in stock with an Australian competitor, **we will not only match it, we'll beat it by 5%.***

Refer to our guarantee disclosures:

<https://www.bapractice.com.au/our-guarantees>



Our Price Protection Guarantee

With a price protection guarantee, you can claim the difference back on a purchase if you find the same item advertised at a lower price within 30 days of your purchase on our website.*

Refer to our guarantee disclosures:

<https://www.bapractice.com.au/our-guarantees>



Ours Guaranteed to Run Course Guarantee

This is the place to be if you want to ensure that you enrol in a guaranteed-to-run course. You can remove doubts about rocking up to a class and finding out that it is not running as scheduled.*

Refer to our guarantee disclosures:

<https://www.bapractice.com.au/our-guarantees>



Our 100% Success or Refund Guarantee

Be at peace knowing you have partnered with The BA Practice, which takes pride in your success and otherwise provides you with a refund. Your success is our success. *

Refer to our guarantee disclosures:

<https://www.bapractice.com.au/our-guarantees>

Addendum - Business Analysis Statistics

Simplifying Advanced
Process Mapping
workshop

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Global Survey Results

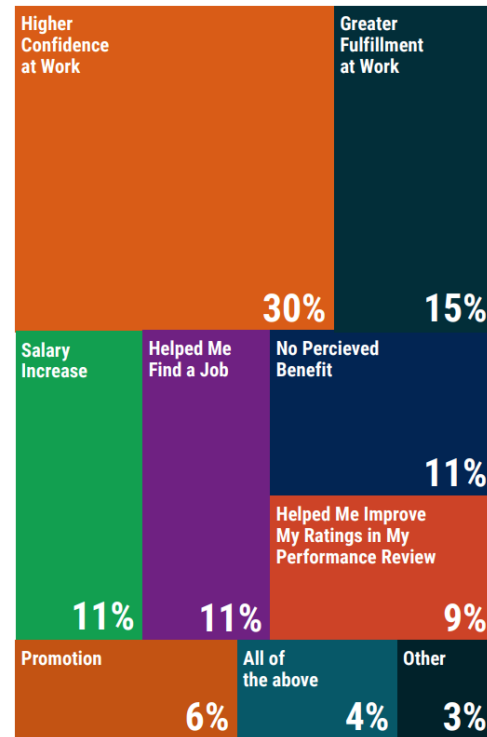
1

Certified Business Analysis Professional (CBAP®) certification holders earn **26%** more than their non-certified peers



2

Benefits of certification



Australian Government Prediction

1

2

Likely to increase in demand
from 34,100 in 2020 to 43,500*
ICT Business and Systems
Analysts by 2025

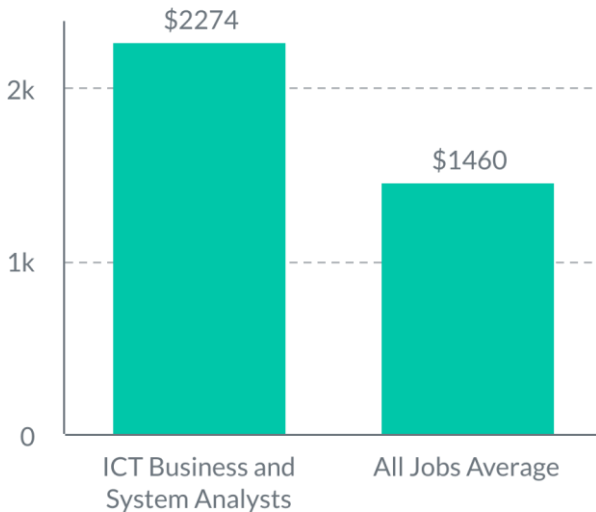
Very strong future growth
and
Low unemployment rate



Australian Government Prediction

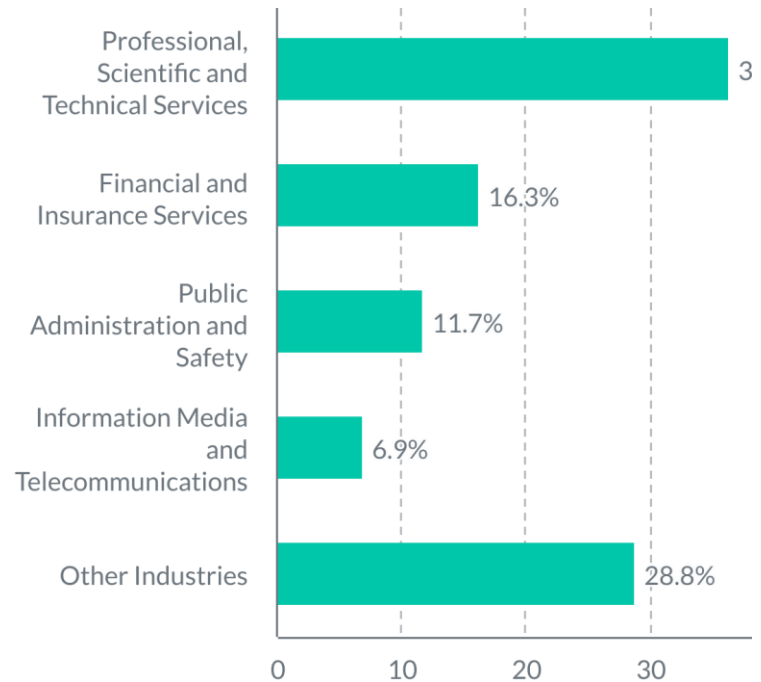
3

Weekly Full-Time Earnings Average*



4

Popular Industries



Potential Opportunities & Competencies Required

Career Opportunities



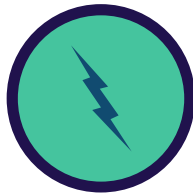
Required Competencies and Skill Sets

Respondents were able to make multiple selections



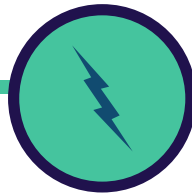


How to Enrol



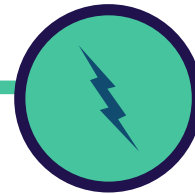
Check eligibility

See the above slides OR contact The BA Practice on 0422 800 242 to discuss eligibility
Note: There are no course prerequisites



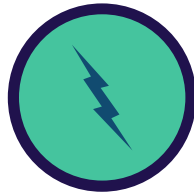
Choose a date

Please choose a date: Go to www.bapractice.com.au OR contact us to discuss **flexible options***



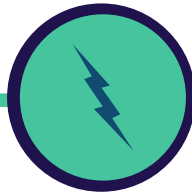
Select a course

Select your preferred course on www.bapractice.com.au OR contact us to discuss your suitability criteria



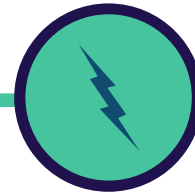
Unlock free access to MES

All our course participants unlock FREE access to the Mock Examination System (MES) containing cumulative 2000+ questions bank



Sit the course

We look forward to delivering the course to you



Book the course

You can pay directly via www.bapractice.com.au OR pay us using bank transfer OR PayID or AfterPay

Course Expectations

PREPARED

Be prepared, focused and ready to learn something new in every class.

RESONSIBLE

Attendance is important to help participants benefit from the course. Ensure to read the course material and the BABOK® Guide.

PROACTIVE

Engagement and participation in class is highly encouraged. We love hearing about your experience and knowledge.

RESPECTFUL

Be respectful towards all course participants. Encourage one another to voice their questions and seek clarification.

Customer Testimonials



**Millie Hogben,
Consultant at EY**

Kevin facilitated a comprehensive, engaging and straight-talking learning workshop on the Entry Certificate in Business Analysis™.

He clearly outlined the competencies expected of a Business Analyst and regularly provided practical examples of daily tasks that a Business Analyst would undertake by drawing on his deep industry experience and translating complex jargon into easy-to-understand terms, thus demonstrating a solid understanding of the entry level of his workshop participants.

Having undertaken this course with Kevin's guidance, I now feel much more prepared to take on the ECBA™ exam.



**Samantha Krajina,
Partner at In the Co**

I recently took part in the Entry Certificate in Business Analysis™ with BA Coach and all-round superstar Kevin Gupta and I could not recommend it high enough. The ability to be able to participate in this level of learning online, ticking all the boxes in terms of engagement, practicality, richness of content and a seamless and enjoyable delivery was fantastic!

Kevin is extremely knowledgeable and experienced, with a knack for being able to translate often complex information and processes into practical comprehension and clear application. An absolute MUST for all current and to-be BA's!

Kevin, I cannot thank you enough! Easily the best decision I have made to further my skill set and develop my career. Let's do it all again!



**Namit Gupta,
Consultant at Protiviti**

Over the weekend I took part in a training workshop with the The BA Practice, commencing my journey towards becoming a Certified Business Analyst. Facilitated by BA Coach Kevin Gupta, the participants were taken through a comprehensive workshop on the Entry Certificate in Business Analysis™.

Kevin leverages his extensive industry experience and technical knowledge to deliver a course that takes you through the business analysis life-cycle in an insightful and engaging manner. Having completed the workshop, I feel well equipped to take on the ECBA™ exam and continue my journey as a Business Analyst.

Very highly recommend it. Reach out to Kevin Gupta.





Classroom Philosophy

“At the BA Practice, we believe in bringing out the best in every course participant and in guiding them to reach their fullest potential in our classroom.

We are committed to helping every participant excel academically and grow both as a Business Analyst Professional and as an individual.”

Follow us

Thank You

**For Enquiries and Course
Registration:**

Business Analysis
Course Brief

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