



Seven Steps to Mastering Business Analysis

By Barbara A. Carkenord

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This book provides a how to approach to mastering business analysis work. It will help build the skill sets of new analysts and all those currently doing analysis work, from project managers to project team members such as system analysts, product managers and business development professionals, to the experienced business analyst. It also covers the tasks and knowledge areas for the new 2008 v.2 of *The Guide to the Business Analysis Body of Knowledge* (BABOK®) and will help prepare business analysts for the IIBA CBAP® certification exam.

KEY FEATURES

- Explains the business analysis fundamental concepts and terms for new analysts in language they can understand
- Presents detailed explanations of business analysis strategies, tasks and recommended techniques, and includes examples of successful and less-than-successful project situations to enhance learning
- Provides valuable insights for experienced business analysts and project team members performing analysis and critical thinking work in order to reach a higher level of success
- Includes knowledge area keys throughout the text that map BABOK competencies to tasks or techniques discussed, in a manner that will help prepare the business analyst for the IIBA CBAP certification exam
- WAV offers a free downloadable business analysis planning white paper and a series of template worksheets that can be customized to fit the needs of all organizations -- **available from the Web Added Value Download Resource Center at jrosspub.com**

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Editorial Review

Review

Seven Steps to Mastering Business Analysis is a definite must read for every business analyst. The topics, both practical and concrete, will provide indisputable value to your career development and to your projects. --Russ Pena, CBAP, Vice President & Sr. Business Analyst, SunTrust Banks

Seven Steps to Mastering Business Analysis, Barb Carkenord has gone beyond what we discuss in the BABOK to address the real challenges business analysts face in the workplace. I wish this book had been available years ago, but I am glad that BAs have the opportunity to benefit from it today! --Kevin Brennan, CBAP, Vice President, Body of Knowledge, International Institute of Business Analysis

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About the Author

Barbara Carkenord, CBAP, is President and co-founder of B2T Training, an organization that developed the first comprehensive business analysis training program in North America. This training and business analysis certification program has been a model for other training organizations. Ms. Carkenord has over 20 years of business analysis experience gained in various industries such as manufacturing, insurance, and banking. She possesses detailed knowledge and experience in many structured approaches and methodologies and is a core team member of the IIBA BABOK creation committee. Her areas of expertise include business analysis, high-level design, quality assurance, and project management. She earned her MBA from University of Michigan and began her career in the information technology area as a programmer, systems analyst, business analyst, and project manager. She is a frequent speaker at industry conferences, has authored many articles on business analysis and is the editor of *the bridge* business analysis magazine.

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