



Business Analysis and Leadership: Influencing Change

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Business analysis (BA) is the practice of enabling change in an organizational context, by defining needs and recommending solutions that deliver value to stakeholders. BA involves: helping different parts of an organization understand each other; deciding on the right project for a company; defining what is to be delivered; and managing the project.

Business Analysis & Leadership goes beyond standard textbooks full of techniques, by demonstrating how to lead and gain credibility throughout the organization. It offers advice on the very tricky role of working with people from the shop floor to board directors and provides the confidence to challenge the easy way forward and point out what will really work in practice.

This book consists of contributions from leaders in the international business analysis field who focus on their specialist topics, while blending in the common themes and threads running throughout the book. With case studies and practical advice *Business Analysis and Leadership* shows business analysts how to become outstanding catalysts for change.

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Editorial Review

Review

"It is vital that business analysts adopt a leadership role and this book will provide a valuable resource to enable them to do so."

(Debra Paul *co-author of "Business Analysis" and "Business Analysis Techniques"*)

"This book is certainly worth bookmarking in the IIBA Online Library. Each part, chapter or opinion piece can be read on its own without losing context, and this provides a convenient text to access when looking for advice." Read the full review at IIBA.org (Maureen McVey, CBAP, Head of L&D *IIBA*)

"I can't recommend this book highly enough. It should appeal to anyone working in the project/programme space. For business analysts ready for the leadership challenge, it should be considered required reading."

(Dean Burnell MBCS *Chartered Institute for IT*)

"This book draws together a diverse set of sources to help a BA to gain a deeper understanding of what it takes to be a change leader from any perspective."

(Kathleen Barret *former President and CEO, International Institute for Business Analysis*)

About the Author

Penny Pullan is Director of Making Projects Work. Her clients include Rolls Royce, UK Government, Skandia, PWC, Novo Nordisk, AstraZeneca, Abbott Laboratories, Cummins, Capital One, National Grid, Open University, CAFOD, Save the Children and Christian Aid. In addition, she is Senior Instructor in Business Analysis for ESI, a leading training organization.

James Archer is a practicing Business Analyst. He was the UK Business Analyst of the Year in 2009, and he is currently leading work to re-design services and processes across three London boroughs.

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