

## ***Business Analyst Spotlight***

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### **The New IT Landscape**

The demands placed upon IT have never been greater. Client expectations continue to rise, competitive and sourcing pressures abound, and projects are more complex and business impacting than ever.

Given the realities of today's IT environment and the new challenges they present, developing competent, qualified business analysts has never been more critical for success of the IT organization. CIO magazine notes "*The 21st century business analyst is a liaison, bridge, and diplomat who balances the oftentimes incongruous supply of IT resources and demands of the business.*" (Thomas Wailgum, CIO 2008)

All too often these types of "human" or "communication" skills were not valued as part of IT's core competencies. In fact, it's not a stretch to say that it was considered outside of their skill set for many in the IT field. But times are changing. Today's Business Analysts are expected to be skilled in many areas including:

### **Is Your Business Analyst Role Evolving?**

**Take our 2 minute survey and we'll provide you with the results!**

<http://survey.constantcontact.com/>

### **2008 Public Workshops**

**"Business Requirements Management"**

Seattle

- Acting as a liaison with the business and the IT organization
- Building and sustaining client relationships
- Gathering business requirements
- Influencing without direct power
- Negotiating win-win agreements with all partners
- Managing projects to successful completion
- Navigating through political minefields

### Prepare your BA's with O&A's New Business Analyst Certificate Experience (BACE) Program

#### Developing the BA's of the Future...Today!

Given the new demands placed upon BA's, Ouellette & Associates (O&A) has developed BACE (Business Analyst Certificate Experience) for business analysts. BACE is a unique and highly customizable program designed to help IT Leaders expand the individual and organizational capabilities of their BA leaders. Tailored to your environment, the BACE program will equip this highly visible group with the skills, mindset, and motivation to be successful. The increased knowledge, enhanced capability and refined skills of this newly certified group will infuse your environment with a high degree of energy, focus, and commitment.

#### The History of BACE:

The BACE program has been years in the making. Since 1984, O&A helped tens of thousands of Business Analysts and IT Professionals worldwide make the transition from reactive, technology centric order takers to consultative, client focused business partners. As a result, O&A's clients have established greater credibility and are positioned as competitive, value added, IT providers of choice. And O&A has learned from our thousands of clients what it will take to be positioned to add even more value in the future.

#### What is BACE?

The BACE program is a BA's roadmap for success. O&A has created an experience that is customized to your environment, combining a series of 2 core programs (4-

Philadelphia  
June 17-19

San Jose  
June 24-26

Madison  
September 24-26

St. Louis  
Sept 30-Oct 2

Omaha  
November 10-12

### "Consulting Skills for the IT Professional"

St. Louis  
July 21-22

### "Collaboration in Action"

St. Louis  
September 22-23

### "The Politics of IT Project Management"

St. Louis  
May 29-30

Boston  
September 9-10

Hartford  
October 14-15

St. Louis  
December 10-11

total), delivered at your location, with a real world capstone project. Groups of up to 20 BA's participate in the certificate experience together, enhancing teaming while increasing their competence, confidence, commitment and consistency.

Using a holistic approach, the BACE program fosters and provides opportunities for leadership participation and sponsorship. This demonstrates management's commitment to developing a world class team of BA's and to building and sustaining a new culture for the 21st century. For more information on our BACE program, please call us at 800-878-4551 or visit our website at: <http://www.ouellette-online.com/BACE.html>

#### **Business Analyst World Symposium**

Don Imholz has been chosen as this year's featured Keynote Speaker for the 2008 Business Analyst World Symposium Series taking place:

June 2 & 3, 2008 at the Marriott Waterfront Hotel in **Seattle**.  
<http://www.basymposiumseries.com/seattle/index.html>

June 11 & 12, 2008 at Adam's Mark Hotel in **Denver**  
<http://www.basymposiumseries.com/denver/index.html>

June 16 & 17, 2008 at Doubletree Hotel **Minneapolis** - Park Place  
<http://www.basymposiumseries.com/minneapolis/index.html>

Don Imholz, a senior associate with O&A, has been a IT leader for over 30 years. Don draws on his vast depth and breadth of knowledge for his speaking engagements with IT audiences at all levels. Throughout his career and as a senior leader, Don always kept the soft skills (or as we call it the "core skills") in the forefront because he knows it takes *people* to transform an organization. His passion for developing the Human Side of IT is evident as Don brings a new focus and level of excitement to his BA audience.

Be sure to join Don Imholz, for his Keynote:

## **"IT as a Service Organization"**

St. Louis  
October 13-14

## **"Internal Negotiating Skills for the IT Professional"**

St. Louis  
November 13-14

Ouellette & Associates Consulting, Inc. (O&A) is recognized internationally as the leader in helping IT organizations make the transition from reactive, technology-centric, order takers to proactive, client-centric, providers of choice. Our clients utilize our series of professional development workshops and consulting services to build and sustain a more consultative, customer focused workforce and culture. Our highly interactive, practical approach builds the confidence, competence, commitment and consistency needed to be successful in today's

### ***Business Transformation***

Don will address topics critical to a BA's success including:

- New pressures facing BA's and IT
- Role BA's play in organizational transformation
- Becoming effective change leaders
- Critical skills for successful BA's

As a preferred client of O&A, you can save \$75 on the full day pass by entering the discount code: OA when you register.

The website has all the information for the Seattle BAW Symposium Series! We look forward to seeing you there in June!

For full details, visit  
[www.basymposiumseries.com/seattle](http://www.basymposiumseries.com/seattle)

### ***Business Analyst Survey***

*Don't forget to complete our 2 minute survey and we'll provide you with the compiled results later this month!*

<http://survey.constantcontact.com/survey/a07e2aq27crffr20tjy/start>

For more information on these highly interactive, limited enrollment, IT professional development workshops, please contact us at 1-800-878-4551 or visit our website at: <http://ouellette-online.com>