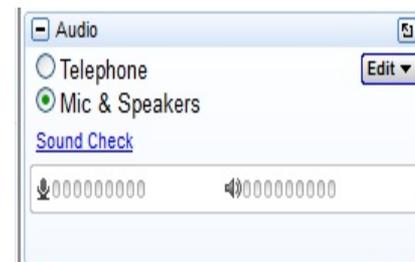


Welcome to the webinar... We will begin shortly

- There are two methods for listening to this webinar.
- Select *Audio* from the tool box on the right side of your screen, and select either *Telephone* to call in and listen using your telephone, or *Mic & Speakers* to use your computer's speakers.
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For Demonstration Purposes



**IIBA Certification:
Entry Certificate in
Business Analysis
ECBA™**

December 5th, 2016

Your Journey with ECBA™

Plan

How will I make it happen?

Prepare

Where are my resources? How do I study?

Assess

Is it for me?

Take the Exam

Have I demonstrated awareness and understanding of the practice of business analysis?

Understand ECBA™

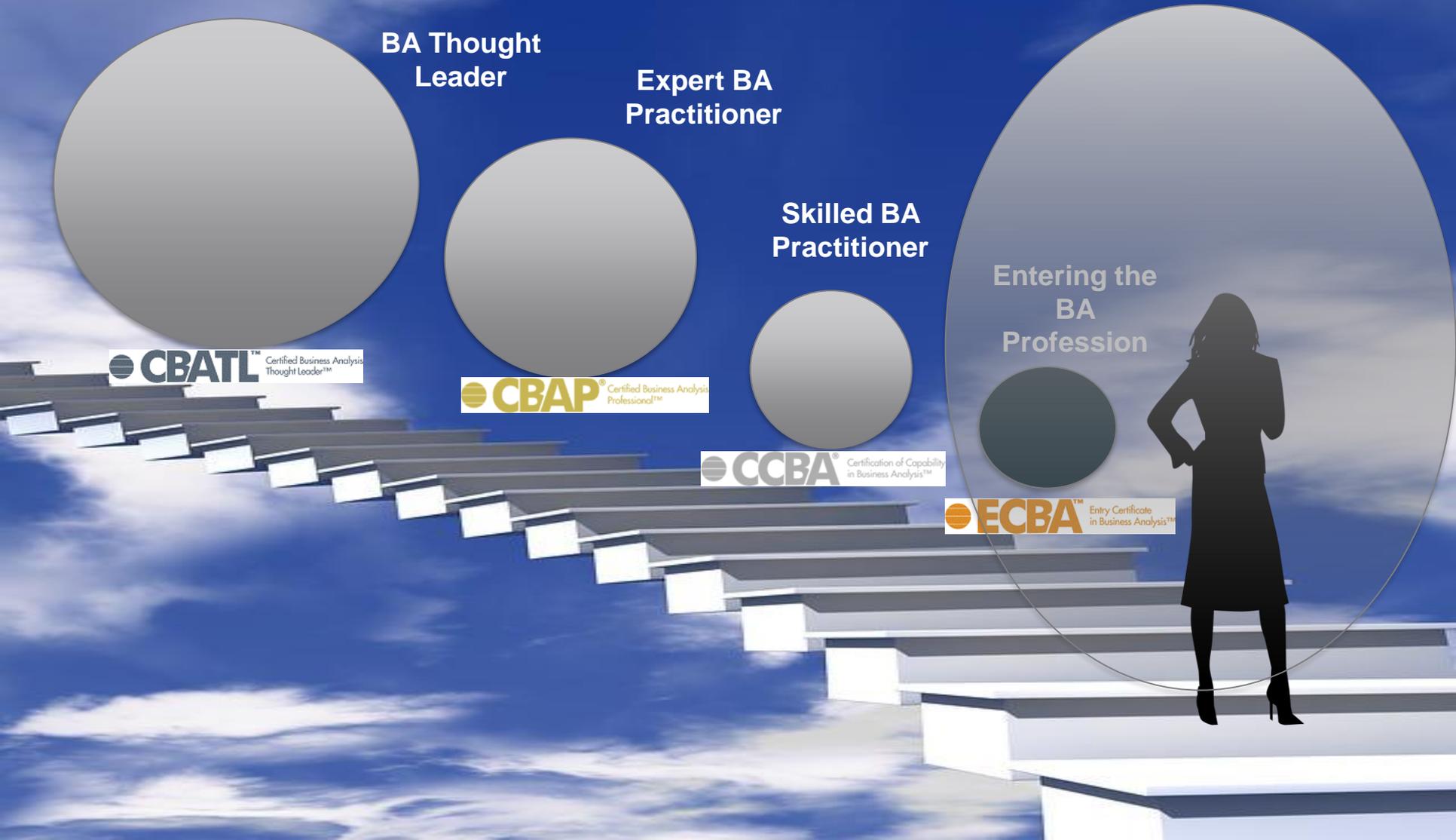
What is it? How does it differ from other IIBA designations?

My Career

Where do I go from here?



What is the ECBA Certificate?



**BA Thought
Leader**

**Expert BA
Practitioner**

**Skilled BA
Practitioner**

**Entering the
BA
Profession**

CBATL™ Certified Business Analysis
Thought Leader™

CBAP® Certified Business Analysis
Professional™

CCBA® Certification of Capability
in Business Analysis™

ECBA™ Entry Certificate
in Business Analysis™

Why is the ECBA certificate important?



Assess: Is ECBA the right certificate for you?

Work with BA Professionals

Transitioning to a BA role

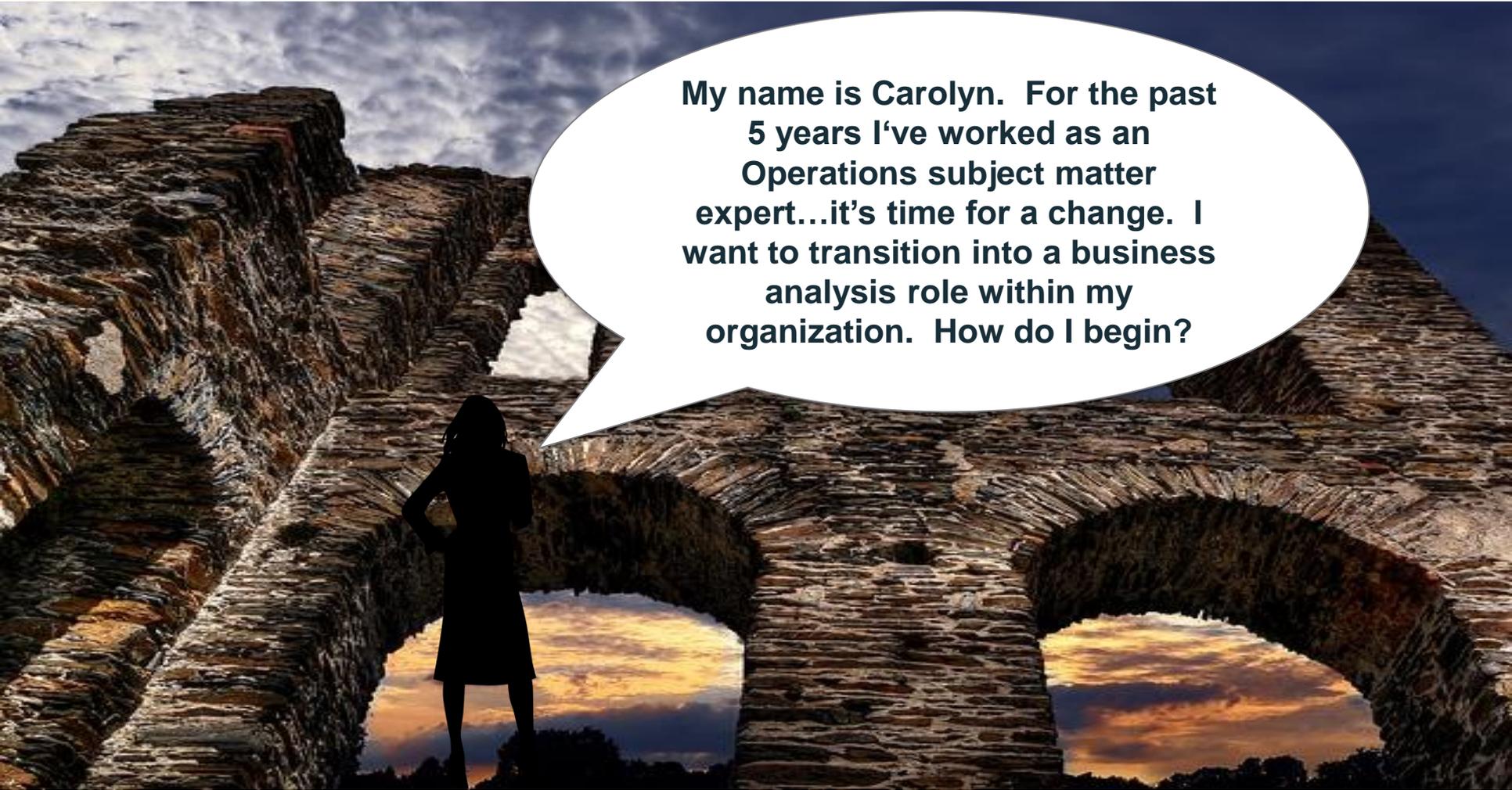
New to the BA role

Business Analysis
People Manager

Recent Grad



Is ECBA the right certificate for me?



My name is Carolyn. For the past 5 years I've worked as an Operations subject matter expert...it's time for a change. I want to transition into a business analysis role within my organization. How do I begin?



Plan: What do you need to do?



ECBA Program Overview:

- Document eligibility requirements:
 - 21 hrs of PD in the last 4 years
 - Agree to code of conduct
- Submit online application with app fee
- Once approved, pay exam fee
- Schedule exam online
- Exam - remote online proctoring
- Check out Certification Handbook on site

Other Considerations:

- Time
 - **21 Professional Development Hours**
 - Application
 - Study
- Cost



Plan: Professional Development Hours



What Qualifies?

- Classroom and online courses
- Webinars
- Conference track sessions, tutorials, keynotes & workshops
- Chapter professional events (i.e. presentations, study groups, workshops, conference days)
- Self Directed Learning

Only criteria – content must be aligned with *BABOK® Guide v3.0*.



Prepare, Prepare, Prepare: Resources

ECBA Exam Blueprint

Business Analysis Knowledge

Business Analysis & the BA Professional	2.5%
Underlying Competencies	5%
Business Analysis Key Concepts	5%
Techniques	12.5%

BABOK[®] Guide Knowledge Areas

Business Analysis Planning & Monitoring	5%
Elicitation & Collaboration	20%
Requirements Life Cycle Management	20%
Strategy Analysis	5%
Requirements Analysis and Design Definition	24%
Solution Evaluation	1%



Prepare, Prepare, Prepare: Resources

Sample Questions

Question	Multiple Choice Answers	Correct Answer
Which attribute describes when a business requirement's relative importance and value to a stakeholder is demonstrated?	A. Stability B. Urgency C. Complexity D. Priority	D
Which technique elicits information by viewing performance?	A. Brainstorming B. Interviews C. Observation D. Prototyping	C
It is important for a business analyst to know the role of stakeholders in order to:	A. process the feedback accurately. B. understand sign-off authority. C. identify risk tolerance levels. D. gain project support.	B
One of the reasons assumptions are identified and defined is to:	A. manage associated risks. B. allocate project resources. C. articulate budgetary needs. D. reduce time constraints.	A
A data model that is used by implementation subject matter experts to address concerns such as performance, concurrency, and security, is:	A. a conceptual data model. B. a logical data model. C. an enterprise data model. D. a physical data model.	D



Prepare, Prepare, Prepare: Resources

Guide to Competency-Based Certification



ECBA™ - Plan Business Analysis Approach (3.1)

The purpose of **Plan Business Analysis Approach** is to define an appropriate method to conduct business analysis activities.

Introduction

The Entry Certificate in Business Analysis (ECBA™) holder recognizes the key elements of the competency and why they are important. In some instances, the ECBA™ holder has the ability to adhere to prescribed ways to work in order to define an appropriate method to conduct business analysis activities.

Skills and knowledge to demonstrate	Sections of BABOK® Guide v3 to review
Practical Knowledge: Follows Rules in business analysis approach selection	3.1.4.1
General Awareness: Understands levels of business analysis formality	3.1.4.2
General Awareness: Understands business analysis activities	3.1.4.3
General Awareness: Understands the timing of business analysis work	3.1.4.4
General Awareness: Understands assessing complexity, size, and risk factors	3.1.4.5
Practical Knowledge: Follows Rules to gain stakeholder understanding and agreement	3.1.4.6

Key behaviours include:

- **Methodology Knowledge:** Recognize the need to demonstrate capability in multiple analysis methodologies.
- **Verbal & Non-Verbal Communication:** Recognize the need to adapt communication style to the needs of the situation and the individual.
- **Listening:** Recognize the need to use active listening and discovery skills to understand "real" issues/needs and build chemistry.

See *BABOK® Guide v3* (Underlying Competencies: Chapter 9–9.3.5, 9.4.1, 9.4.2, and 9.4.4) for further reading on key behaviours in defining methods for business analysis activities.



Are you Ready? Take the Exam



Prior to your Exam

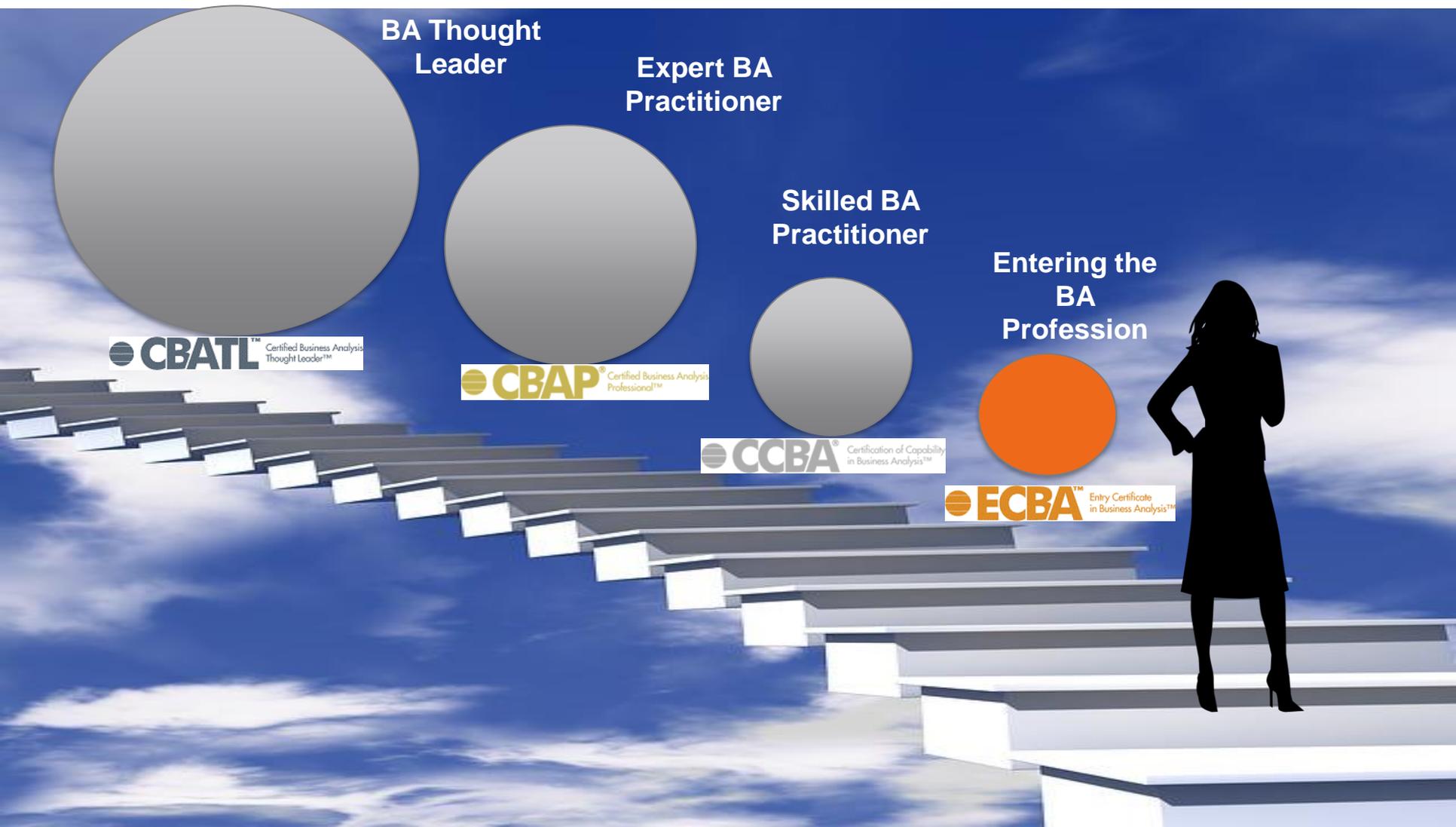
- Step 1: Verify computer compatibility
- Step 2: Create an account
- Step 3: Scheduling your exam

On the Day of your Exam

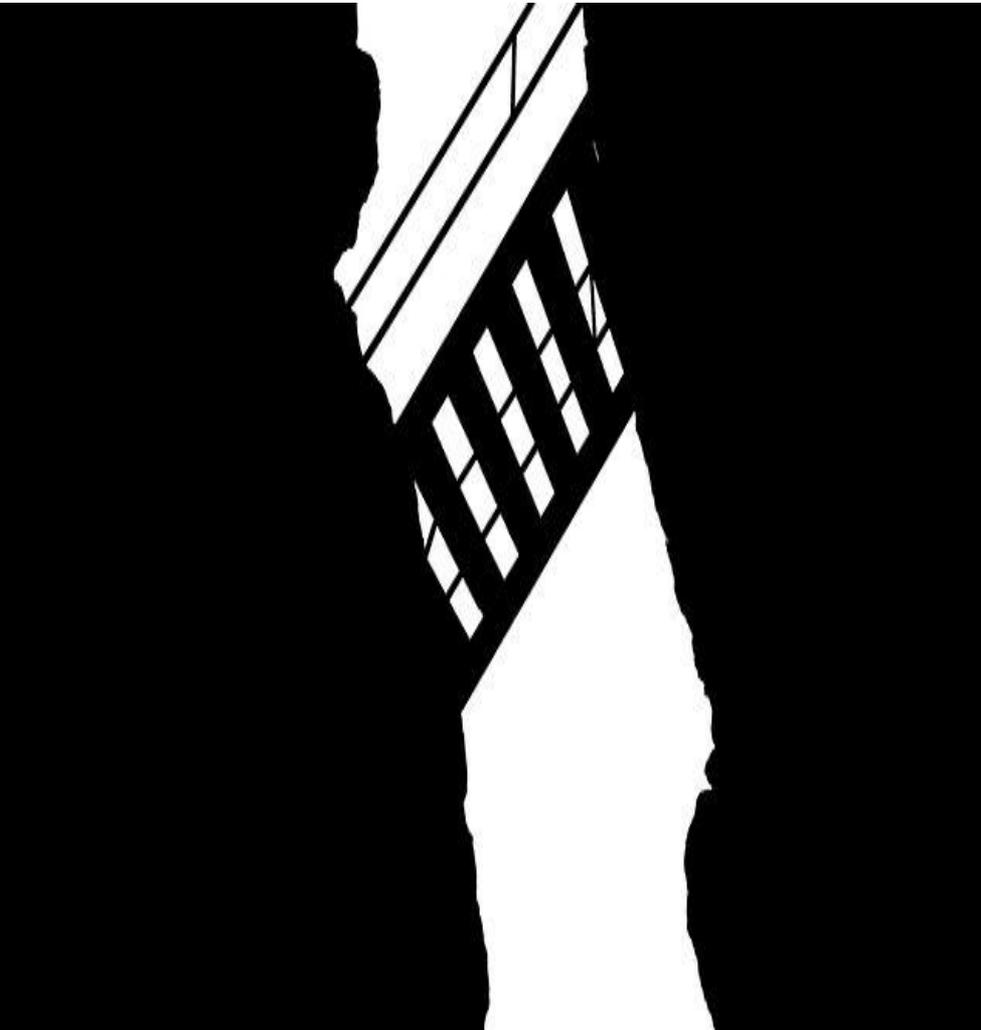
- Step 4: Click Sign into PSI
- Step 5: Click “My Exams” then, “Launch”
- Step 6: Verification of your identity.
- Step 7: Agree to the PSI’s terms & conditions
- Step 8: Complete exam
- Step 9: Results coming soon



Your BA Professional Career: what's next?



Sources for Competency Development



The BA Community: Growing the Practice



How can you share your knowledge and experiences with the BA Community?

Get Involved!



Volunteer Opportunities at iiba.org



Best Practices for Business Analysis



Write an Article – Quick Tips, White Paper, Case Study



Join/Start a Conversation - IIBA LinkedIn Group



Present a webinar



Network at your local IIBA Chapter



Start your ECBA Journey, Now

Apply Now!

- Easy to complete
- Tracks your PD hours ongoing

Remote Online Proctoring

- Easy to schedule
- Convenient location – YOUR computer!

25% Discount off Exam Fee

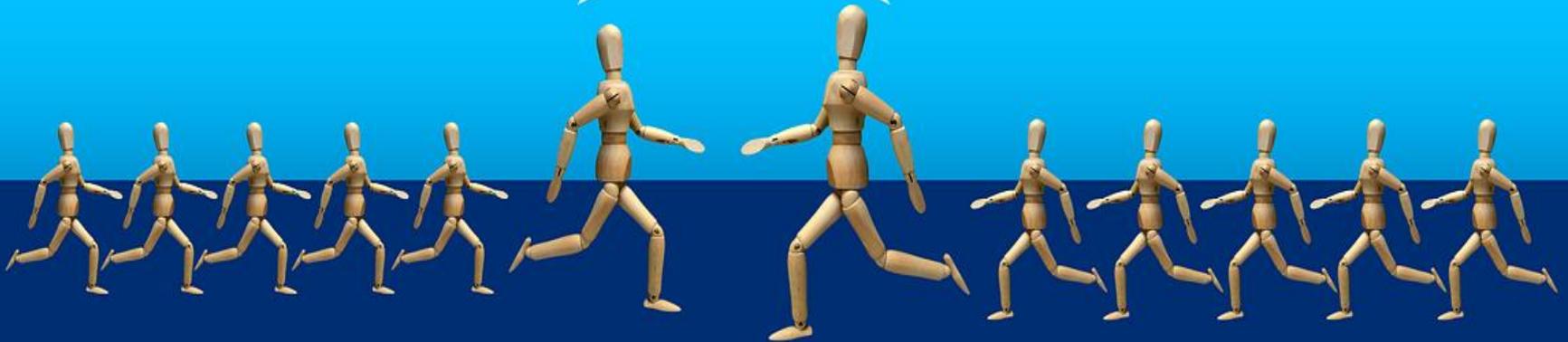
- For exams taken by December 31st 2016



Any questions?

*Where do
you go?*

*I don't
know.*



For Follow-up Questions

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 - Certification Handbook
 - FAQs
- **Email certification@iiba.org**





Thank You!