

Changing the simulator

Why Business Relationship Management really matters

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Our journey

- A brief history of IT
- My data
- Now what?
- What is...?
- Compare & Contrast
- What does Strategic Partnering really mean
- Avoid these traps
- Reprogram



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Data

- Business Relationship Management Professional[®] training
- 142 students
- Banks, Hydro Québec, 3 levels of government, RCMP, Harley Davidson, private, public
- Same story, over and over...and over again



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Now what?



Too slow
Costs too much
Doesn't do what I need



Make up your
damn mind

We break into the simulator*
and we change the rules

*name that movie



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What is...

Business Analysis

practice of enabling **change** in an enterprise by defining **needs** and recommending **solutions** that deliver **value** to stakeholders

enables an enterprise **to articulate needs** and the rationale for **change**, and to design and describe solutions that can deliver **value**



Business Relationship Management

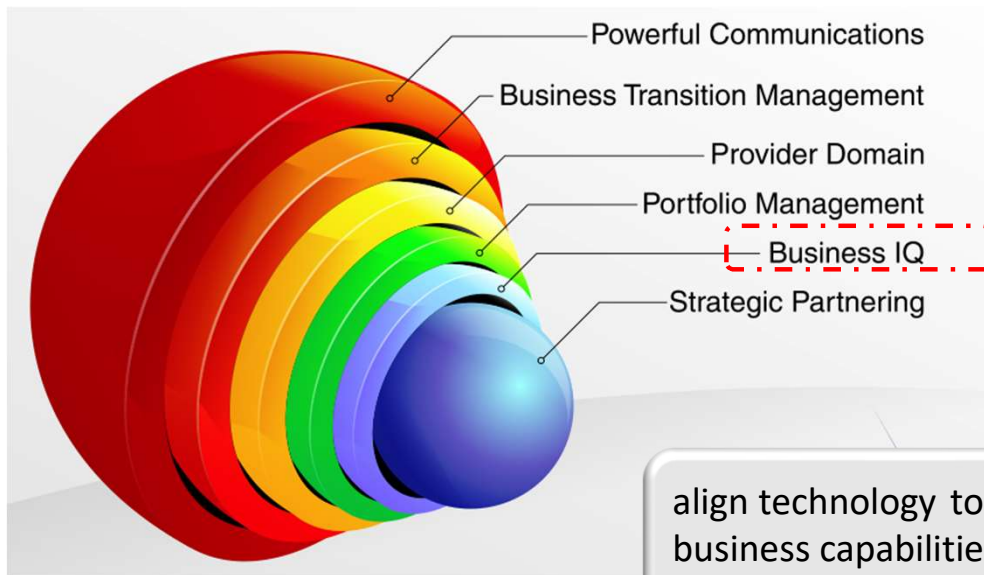
stimulate, surface and **shape** business **demand** for a provider's products and services

ensures that the potential **value** from those products and services is captured, communicated and optimized

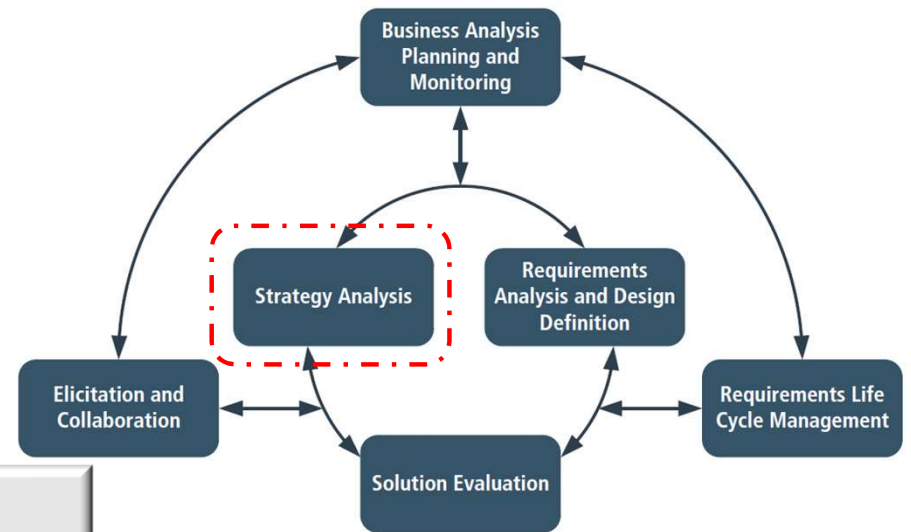


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Compare & contrast



align technology to
business capabilities and to
business strategy



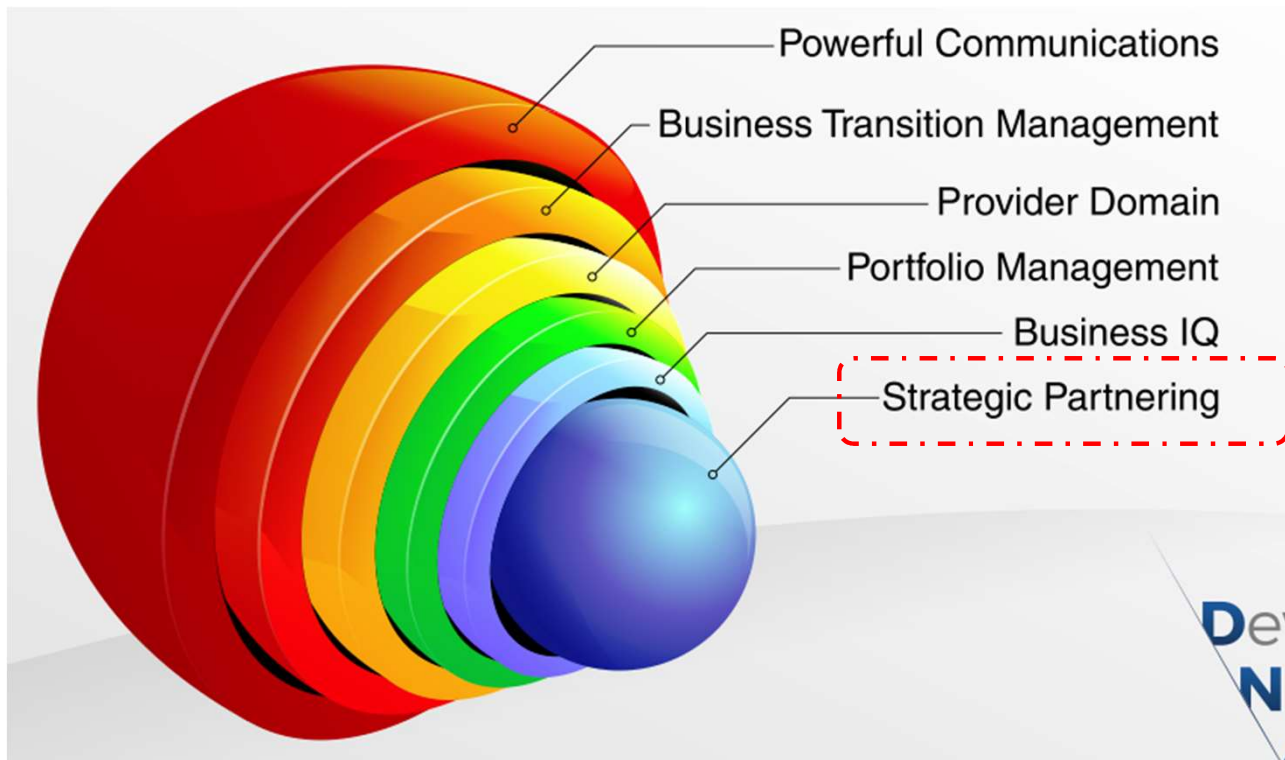
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Business Analyst knowledge areas
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Breaking into the simulator...



This is how we
reprogram
the simulator

Business Relationship Manager DNA

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What is Strategic Partnering?

Mobilize a **team**

Plan and execute a **relationship** strategy to build trust

Get invited to sit at the **strategy** table



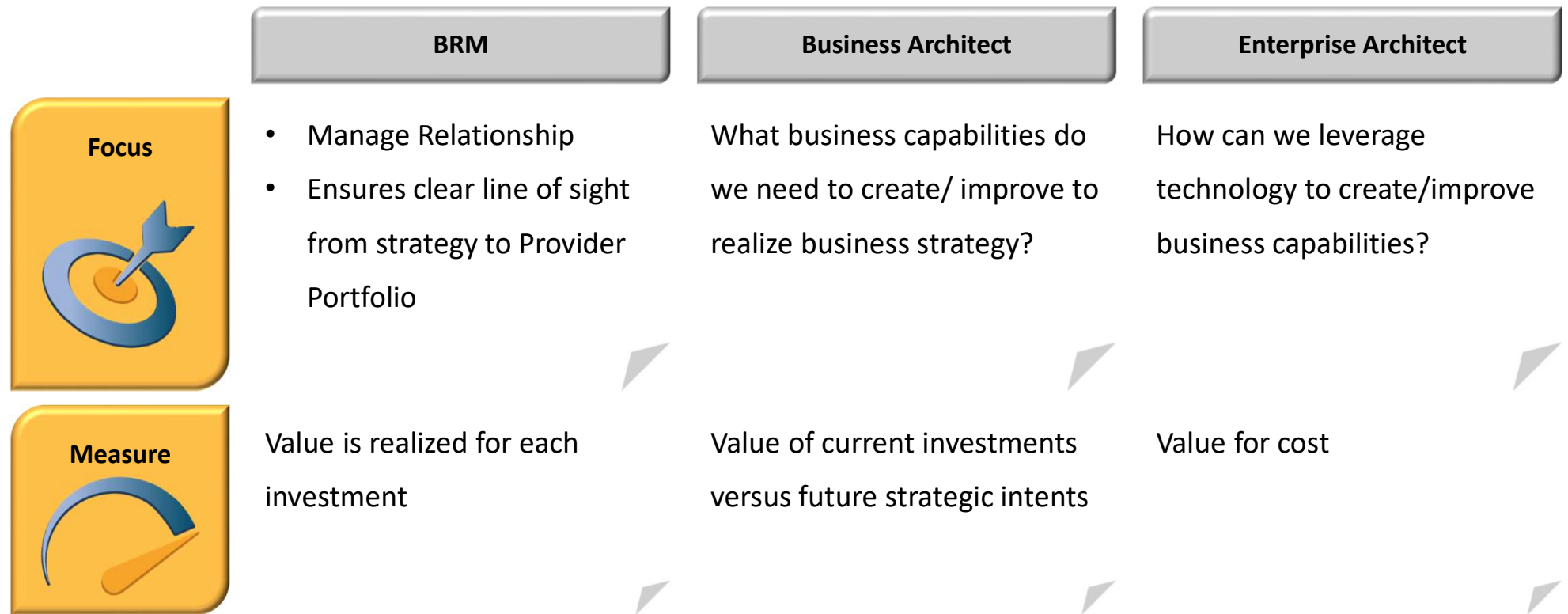
it's not about holding hands and singing Kumbaya

it's hard work!



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BRM and Strategic BAs





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What is Strategic Partnering?

the Business
Relationship Manager
gets the Business
Analysts in the room so
we can have the
conversation that
matters: creating
value



What does it look like
when we succeed?

Shared **goals** for
maximizing value

Shared **risks** and
rewards



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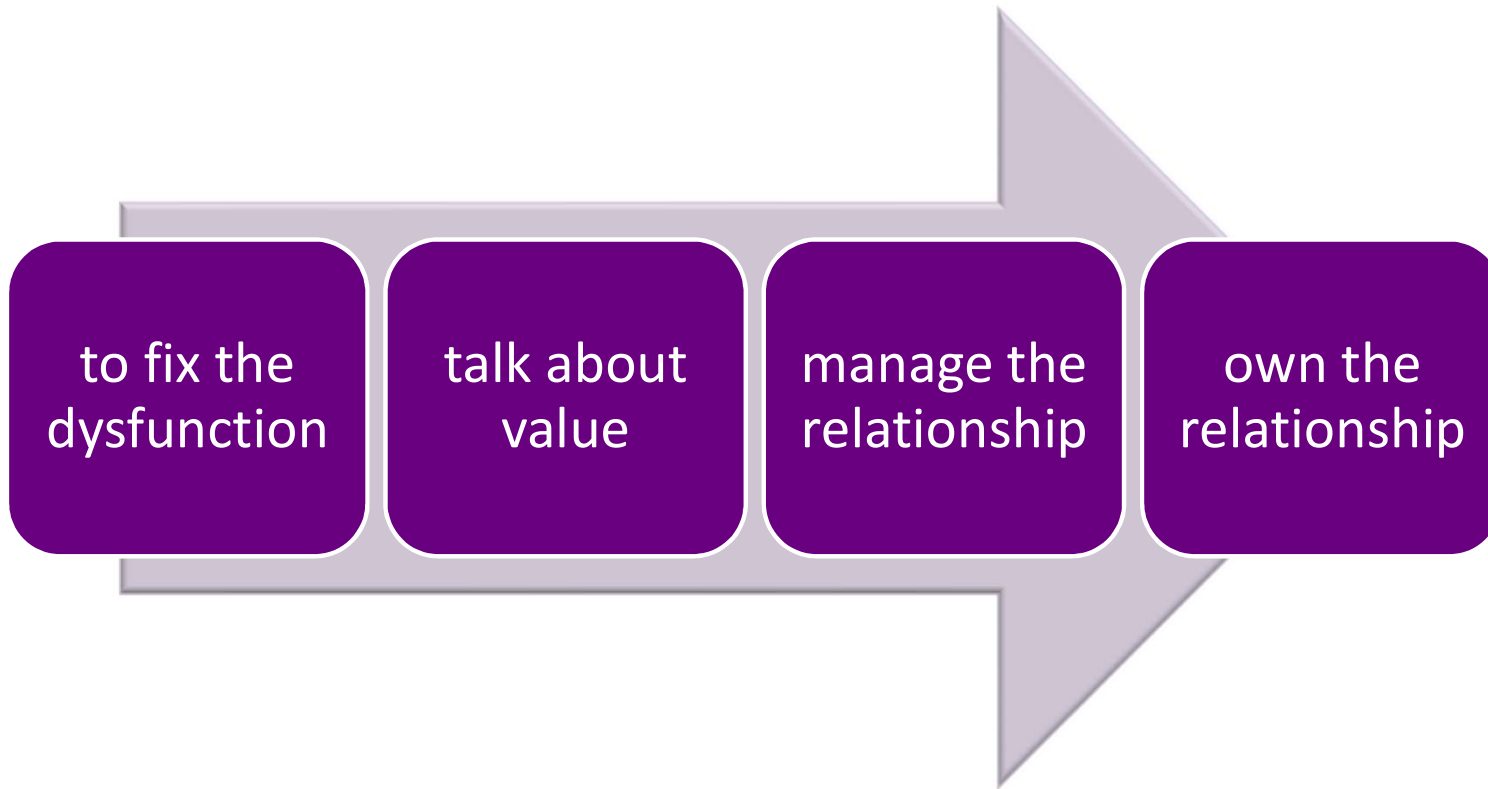
Avoid these traps

- “I’m strategic” all by myself. (No. You’re not.)
- Once the team is in the room, you still act like the BA. (Get out of the way!)
- Clearly define the role (a RACI works) and what the BRM does and doesn’t do. Everyone else? **Step up.**
- Don’t forget: the **BRM** owns the **relationship.** It’s the hardest part.



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Reprogram



**No one
else
does!**



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Let's keep talking



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