



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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