If your project managers (PMs) and business analysts (BAs) aren’t collaborating, it’s time to get the crew in sync. Because when PMs and BAs work together, everyone wins!

**Strong Collaboration = High Performance**

More than twice as many high performing organizations vs. low performers report strong BA/PM collaboration.

**COVER THE DISTANCE**

Does your organization encourage PM/BA collaboration? Do you embrace business analysis as central to project success?

**CONSIDER THESE FACTS:**

When projects do not meet their original goals and business objectives, inaccurate business analysis/requirements management is cited as the primary cause 47% of the time.

In 41% of organizations, both project managers and business analysts perform business analysis and requirements management for projects and programs.

Can you afford to ignore these numbers?

Learn more about the value of business analysis on PMI.org.

**TO THE FINISH LINE**

Already practice business analysis and want to take the next step in your career? Check out the PMI-PBA® certification.

FOR ORGANIZATIONS TO DELIVER PROJECTS SUCCESSFULLY, THEY NEED TO BE REALLY GOOD AT BUSINESS ANALYSIS. AND TO BE REALLY GOOD AT BUSINESS ANALYSIS, THEY MUST HAVE EXPERTISE IN MANAGING REQUIREMENTS.

Source: Pulse of the Profession In-Depth Report: Requirements Management: A Core Competency for Project and Program Success, © 2014, PMI