



## Agenda

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## How to Apply Business Analysis Strategies for Successful Project Management

**Instructor:** Greta Blash, PMI-ACP, DASSM, PMI-PBA,  
PMP, PgMP

**Length:** 1 day

**CEUs:** 0.7/see below for PDU breakdown

**Pework:** None

**Level:** Core

**Training Topic:** Project Management/Process Integration

**Subtopics:** Business Analysis, Strategic Planning and Implementation

### Training Description:

The role of a business analyst is to identify business needs and recommend relevant solutions, including the requirements to deliver those solutions. These go beyond requirements gathering to a detailed understanding of the why, what and who. Since many projects do not have the luxury of a business analyst, that role is assumed by the project manager.

In this training, we will look at the role of the business analyst and the additional activities that are performed on a project by that role. These often begin well before the project is selected and initiated, with a needs identification and a business case to help justify the project. This provides the overall vision or the “why” and expectations for the final result, including the key stakeholders, risk strategy, project/product roadmap and anticipated benefits.

Throughout the project, the business analyst and project manager collaborate to dive deeper into the requirements within the scope, particularly the product scope. Through these elicitation and analysis efforts, the “Definition of Ready” can be met when providing the requirements to the delivery team. With the business analyst working closely with stakeholders to understand their needs and expectations, much of the communication activity with the stakeholders is provided by the business analyst. Once requirements are determined, and the delivery effort is started, the business analyst ensures requirements verification and testing. The business analyst also helps ensure that the customer is prepared to receive the final product — including any training, documentation, or possible conversions about the environment.

This training utilizes an engaging discussion, with both individual and group exercises and role playing to understand different opportunities for the combination of these roles, especially when projects utilize a more hybrid approach.

After the training, the training material will provide you with additional sources of information and guidelines for providing support for the project business analysis activities, regardless of the roles that support the project.

### Learning Objectives:

*Upon completion of this training, participants will be able to:*

- Enhance project management activities with business analysis competencies
- Perform additional planning activities that are traditionally performed by a business analyst
- Use tools and techniques to support more detailed requirements elicitation and analysis

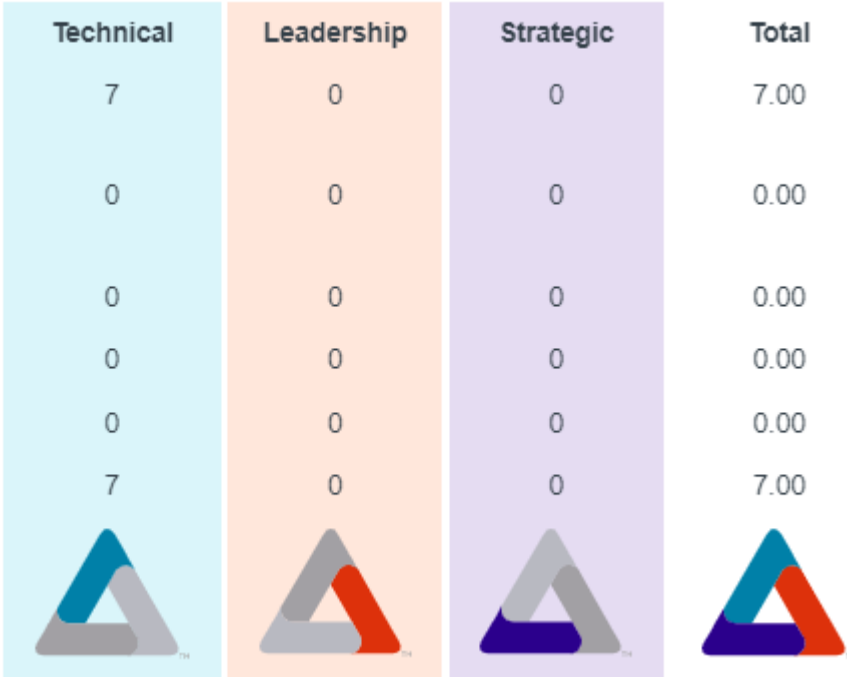
- Know the importance of the enhanced engagement with stakeholders to understand how to deliver expected results
- Employ business analysis competencies to avoid inefficiencies, mistakes and reworking, and deliver projects on time and within budget constraints

**Agenda**

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| <ul style="list-style-type: none"> <li>• What is Project Management and Business Analysis?</li> <li>• Business Analysis Competencies</li> <li>• Initiating the Project           <ul style="list-style-type: none"> <li>○ Needs Assessment</li> <li>○ Solution Recommendations</li> <li>○ Business Case</li> <li>○ Visioning/Project Charter</li> </ul> </li> <li>• Stakeholders</li> <li>• Planning the Project           <ul style="list-style-type: none"> <li>• Project Management Plan</li> <li>• Business Analysis Plans</li> <li>• Requirements Traceability</li> <li>• Requirements Change Control</li> <li>• Scope Management Plan</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Analysis and Elicitation           <ul style="list-style-type: none"> <li>○ Elicitation Techniques</li> <li>○ Analysis Models</li> <li>○ Requirements Baseline</li> </ul> </li> <li>• Traceability and Monitoring</li> <li>• Solution Evaluation           <ul style="list-style-type: none"> <li>○ Verification and Validation</li> <li>○ Validation</li> </ul> </li> <li>• Closing and Transitioning the Project           <ul style="list-style-type: none"> <li>○ Closing the Project or Phase</li> </ul> </li> <li>• Transition the Solution</li> </ul> |
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**Professional development units (PDUs)** are 1-hour blocks of time spent learning. By attending this training, you will be able to achieve the following PDUs to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
<b>CAPM® / PMP® / PgMP®</b>	7	0	0	7.00
<b>PMI-ACP® / Agile*</b>	0	0	0	0.00
<b>PMI-SP®</b>	0	0	0	0.00
<b>PMI-RMP®</b>	0	0	0	0.00
<b>PfMP®</b>	0	0	0	0.00
<b>PMI-PBA®</b>	7	0	0	7.00



*\*Please note that the asterisked row above applies to the PMI® Agile Certification Journey and includes Disciplined Agile® Scrum Master (DASM), Disciplined Agile® Senior Scrum Master (DASSM), Disciplined Agile® Coach (DAC), and Disciplined Agile® Value Stream Consultant (DAVSC) certifications.*