

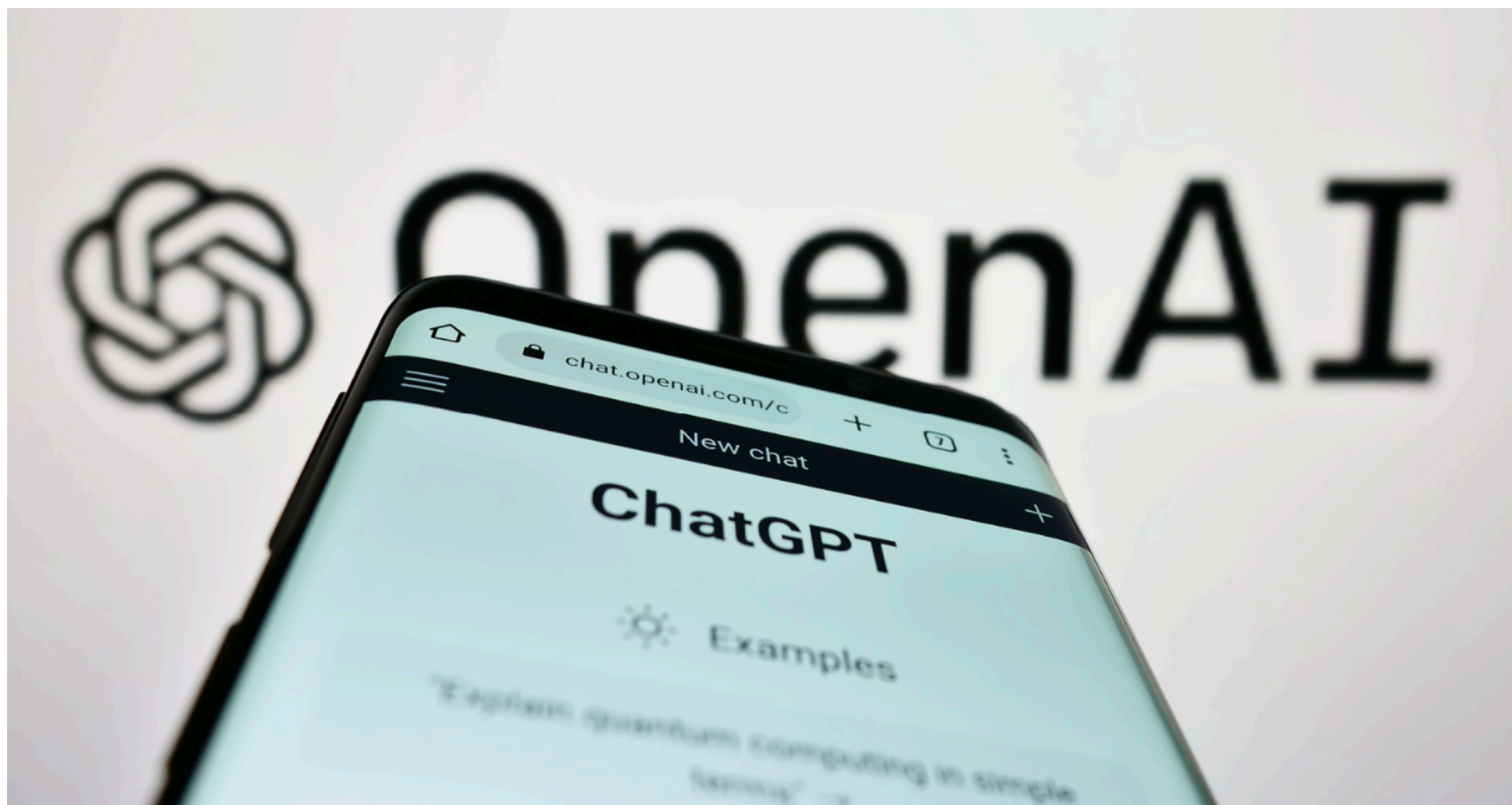
Strategic Business Analysis

*Secrets for Surviving and Thriving
in the Era of ChatGPT*



Adriana Beal

**The average BA will be replaced
by ChatGPT**



The average BA will be replaced by ChatGPT

HE

Write a set of use cases to implement two-factor security in a mobile app.



Implementing two-factor security in a mobile app is crucial for enhancing user account security. Below are several use cases outlining how two-factor authentication (2FA) can be implemented in a mobile app:



Use Case 1: Enabling Two-Factor Authentication

Actor: Registered Mobile App User

Preconditions:

- The user has installed and logged into the mobile app.
- The user has provided a valid phone number or email address during registration.

Main Flow:

1. The user navigates to the app's settings or security section.
2. The user selects the "Enable Two-Factor Authentication" option.
3. The app prompts the user to choose a 2FA method (e.g., SMS, email, authenticator app).
4. The user selects their preferred 2FA method.

Regenerate

“We’ll never again need to hire someone to write a pretty good press release, a pretty good medical report or a pretty good investor deck. **Those are instant, free and the base level of mediocre.** The opportunity going forward remains the same: **Bringing insight and guts to interesting problems.**





SETH'S BLOG

“Bring insight and guts to interesting problems”

HE

An executive asks for a dashboard to monitor KPIs. What would be good questions to ask so the best solution for the executive's problem is found?



As an AI-powered business assistant, I can help you identify the right questions to ask when an executive asks for a dashboard to monitor Key Performance Indicators (KPIs). Here are some questions to consider:  

1. What are the specific business goals and objectives that the executive wants to monitor through the dashboard?

Understanding the executive's strategic priorities and desired outcomes will help tailor the dashboard to meet their needs.

2. Who are the intended users of the dashboard? Identifying the target audience within the organization will help determine the appropriate level of detail, data

 Regenerate response

**What stakeholders
ask for**

What they want

“Dashboard”



???

**What stakeholders
ask for**

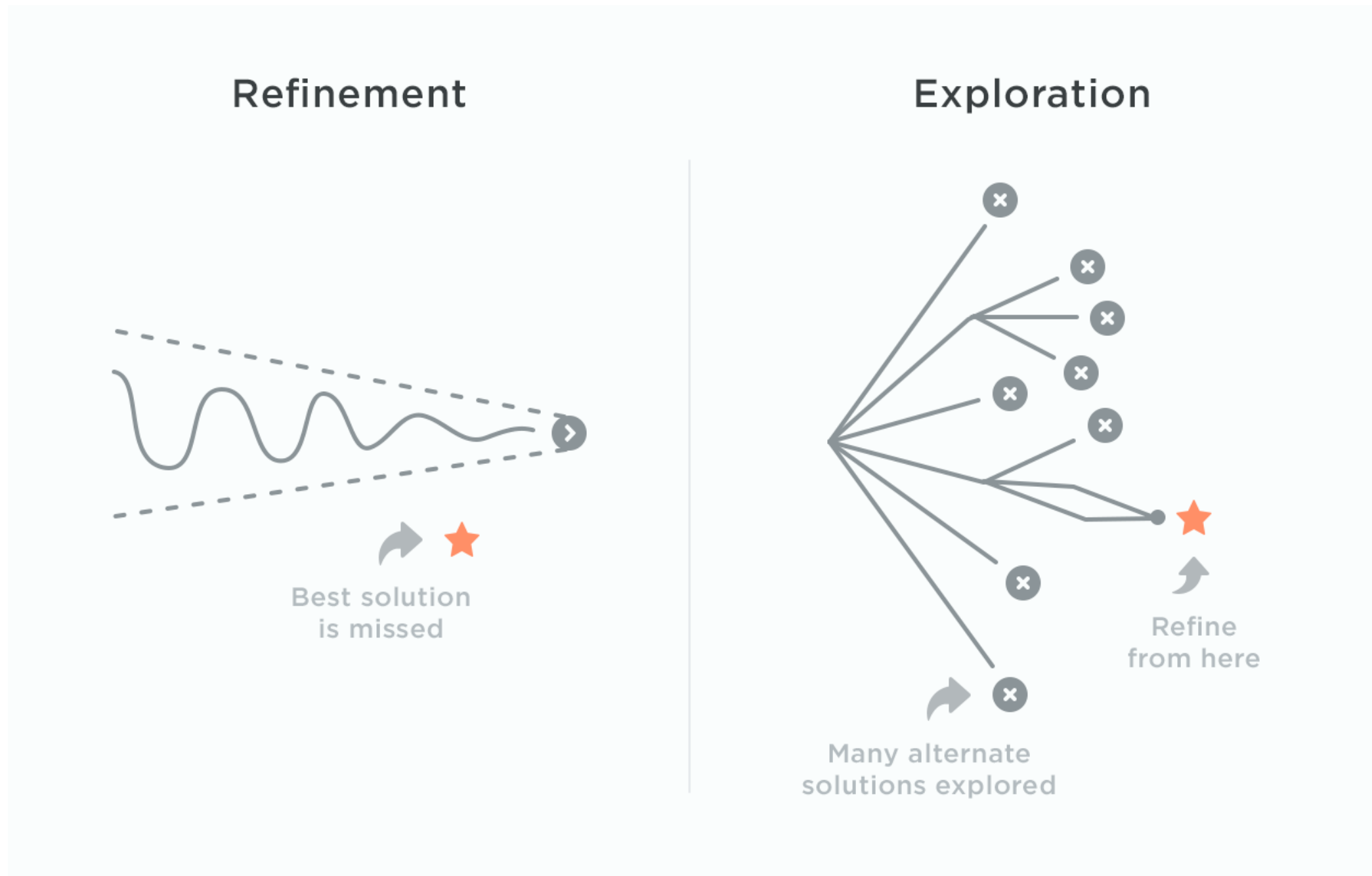
What they want

“Dashboard”



Insights

Strategic BAs ensure challenges are explored before they are refined



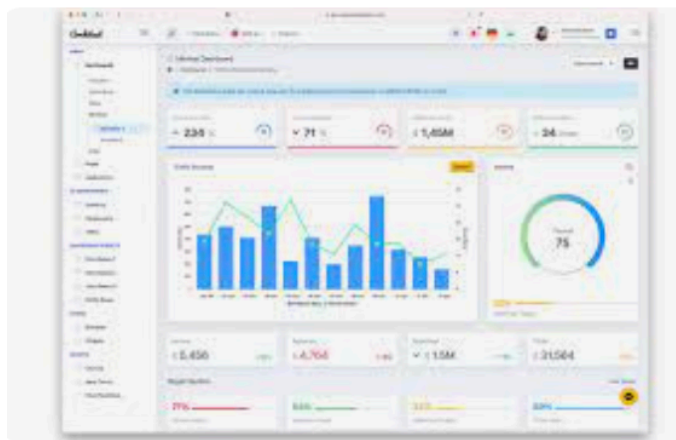
What stakeholders
ask for

What they want

“Dashboard”



Insights



SOLUTION-BASED THINKING

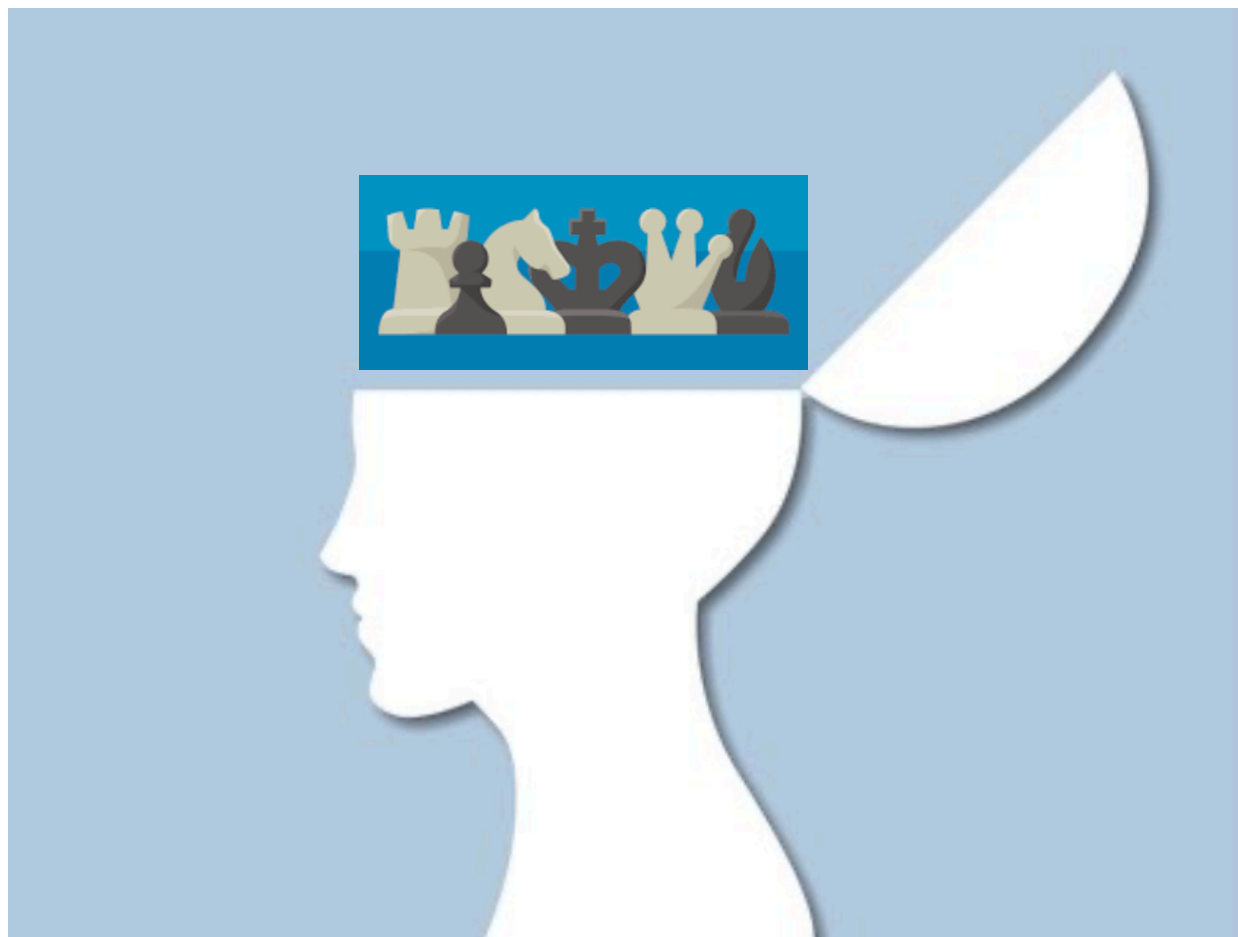
PROGRESS TO BE MADE

“Dashboard” Insights

“Two-factor authentication” Security

“Quarter-inch drill” A quarter-inch hole

The strategic BA formula

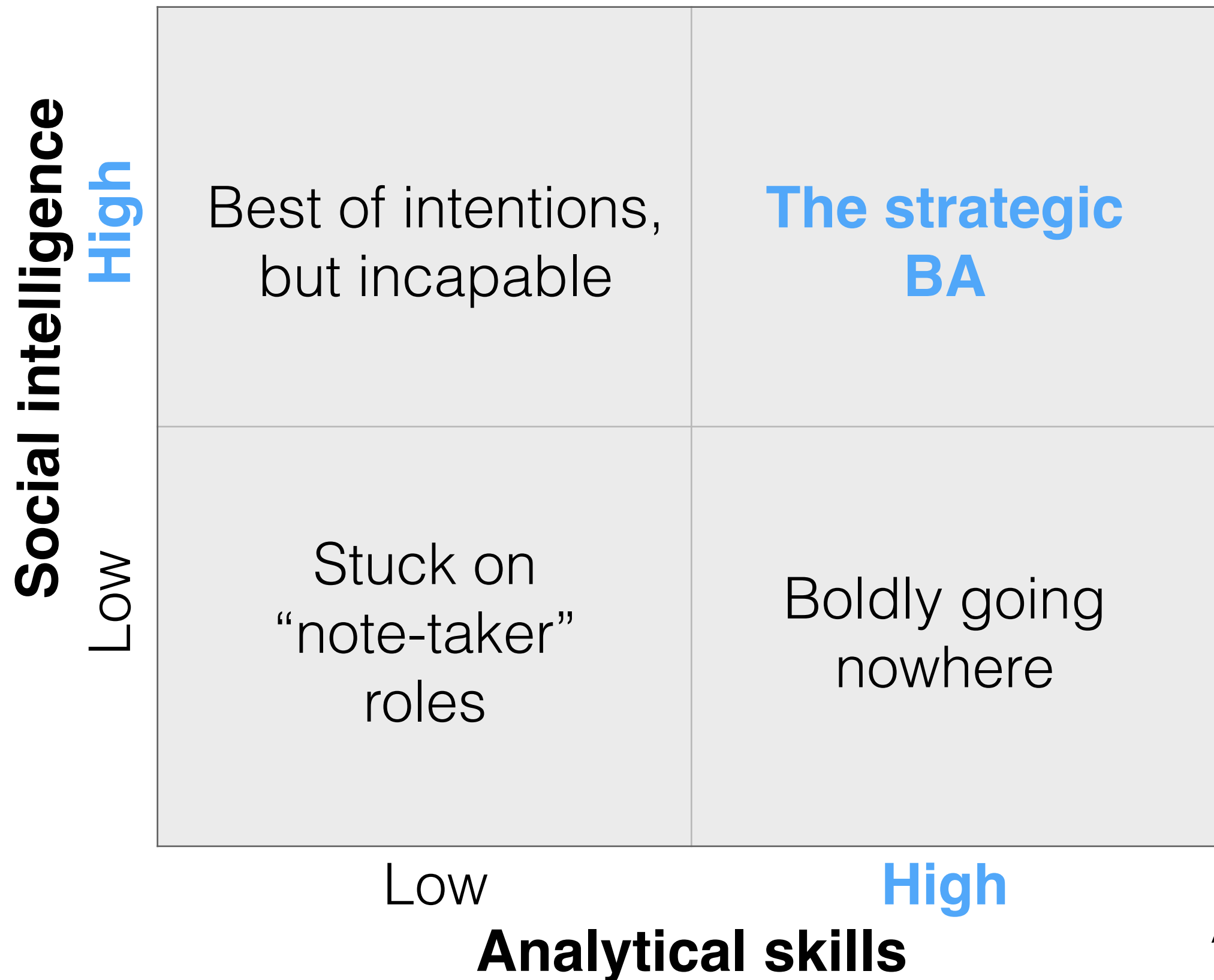


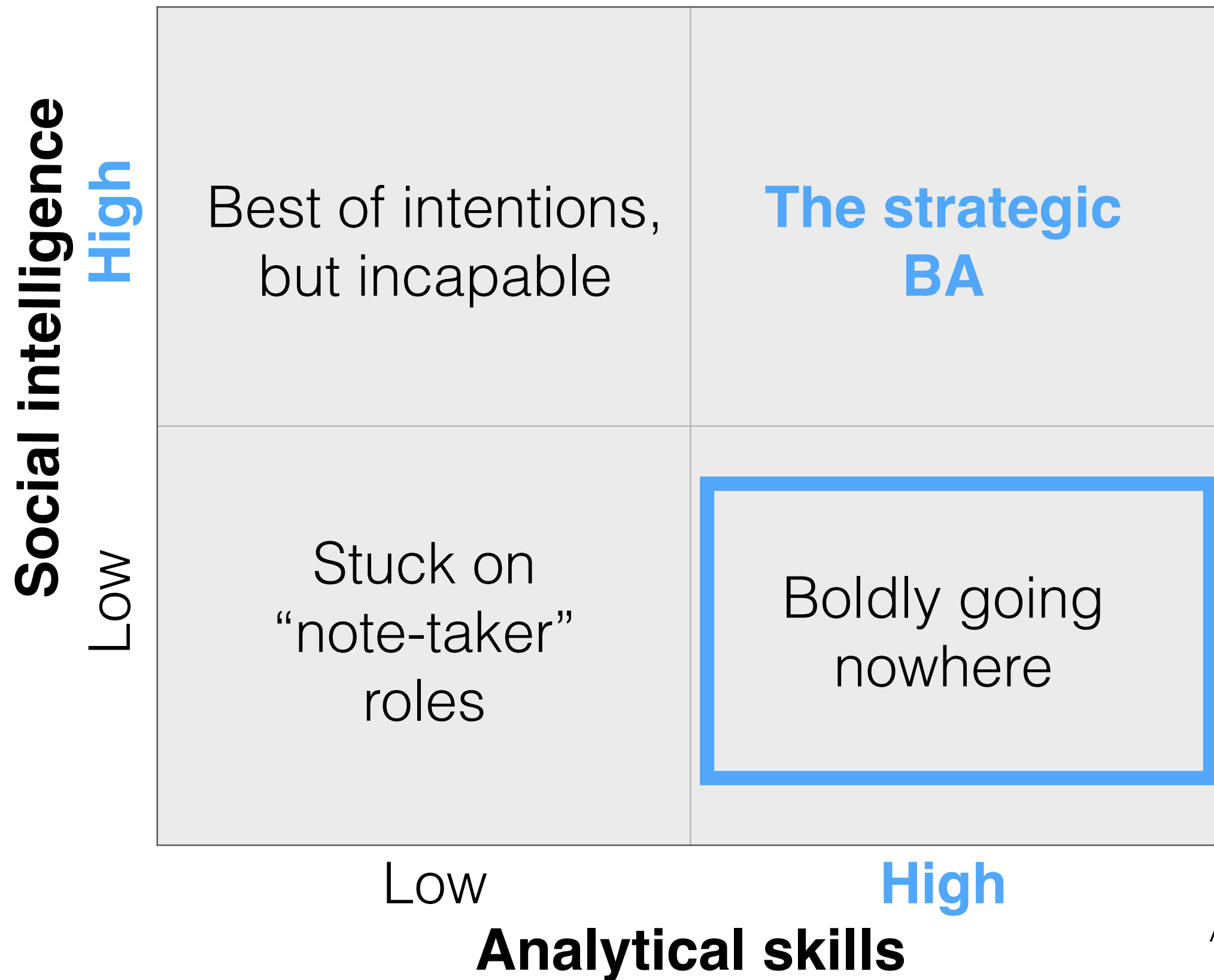
Repertoire of good questions to ask

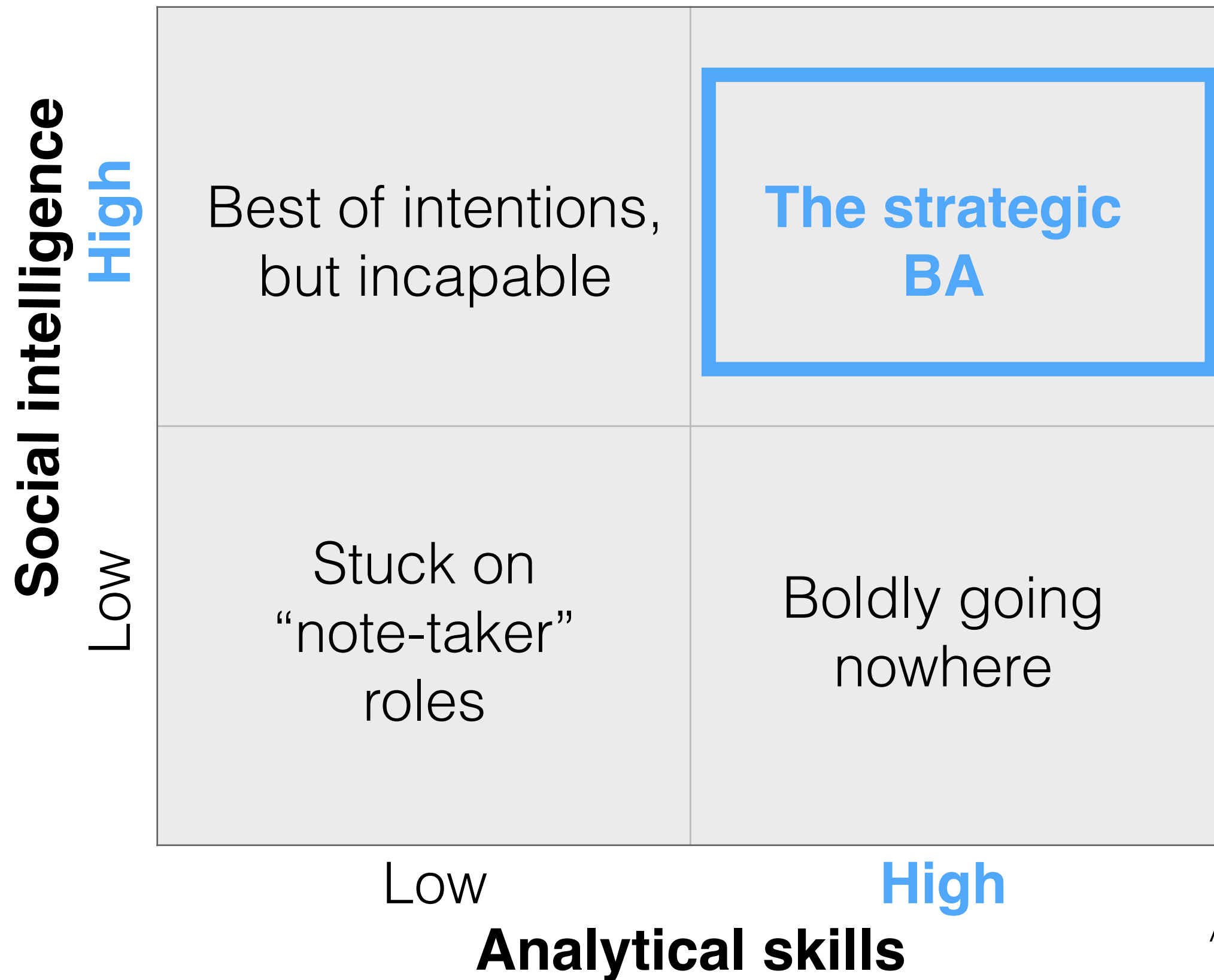
Checklists of things to think about when formulating the problem and the optimal solution

Social intelligence

Adriana Beal





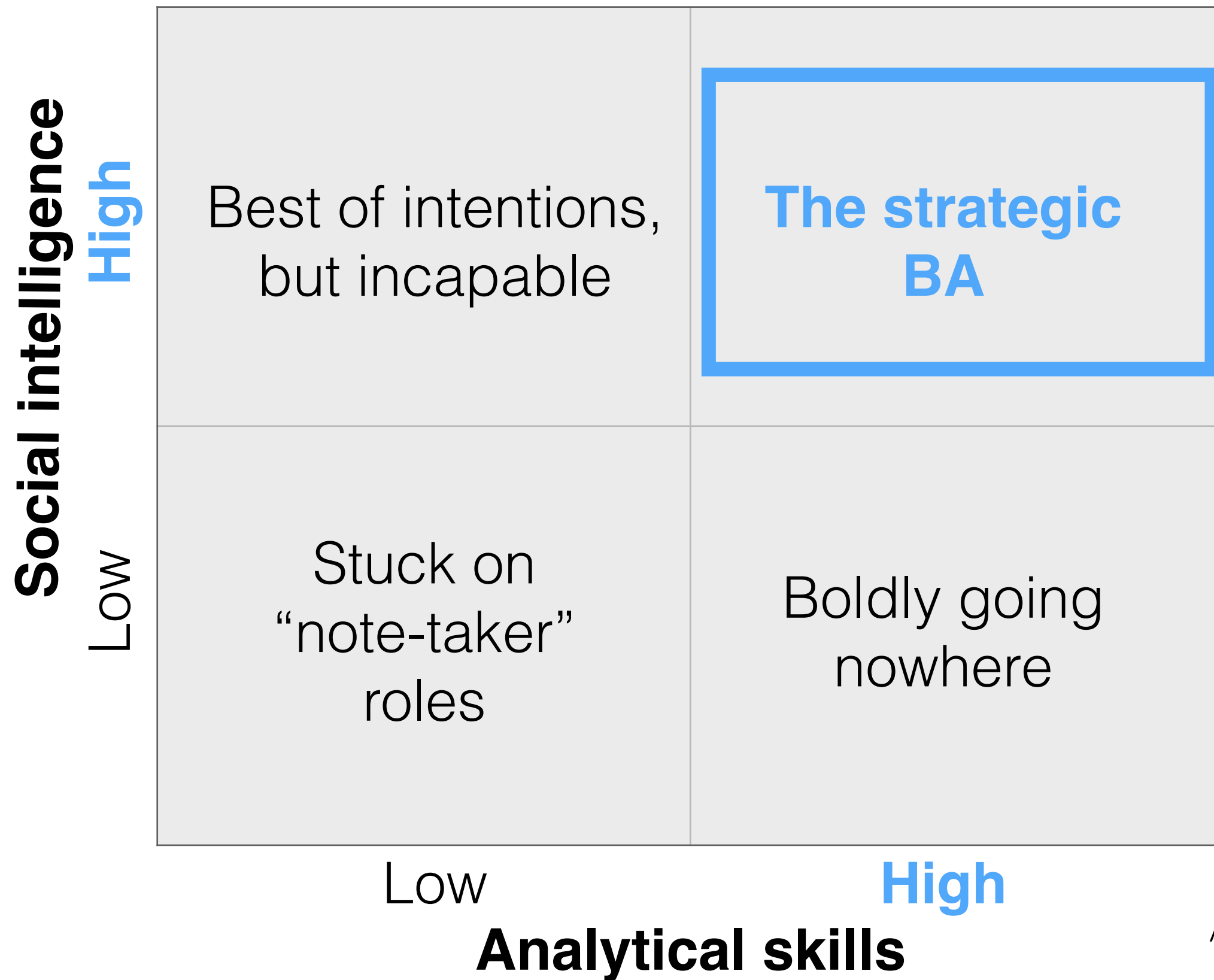


Social intelligence is the key to a compelling WIIFT

“There are **brilliant ideas which failed**, not because the technology was not there, not because the pricing is not right but because nobody has worked out fundamentally how to **present them to us in a context or location or mood or a story that makes them sufficiently attractive.**

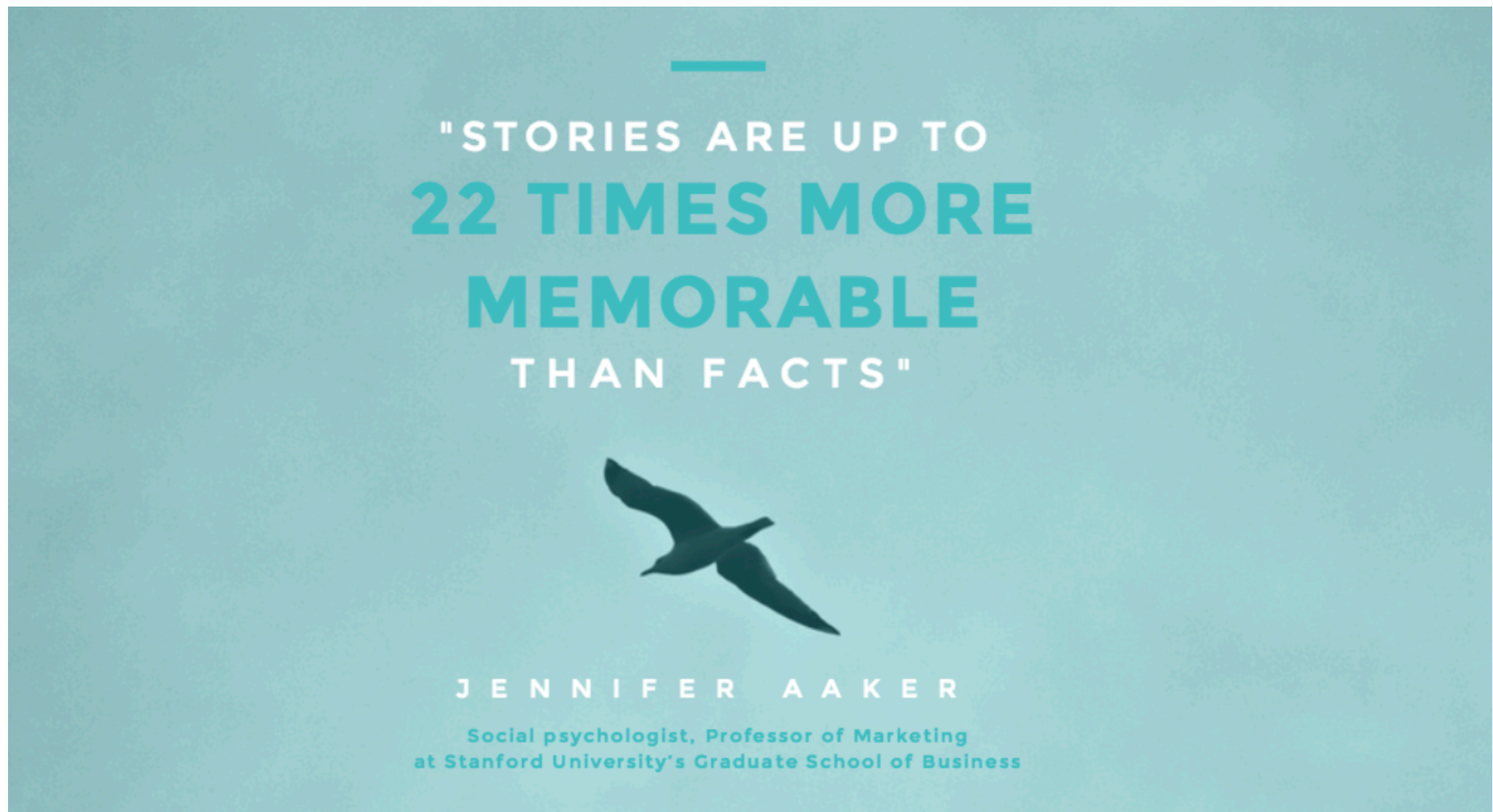
Rory Sutherland

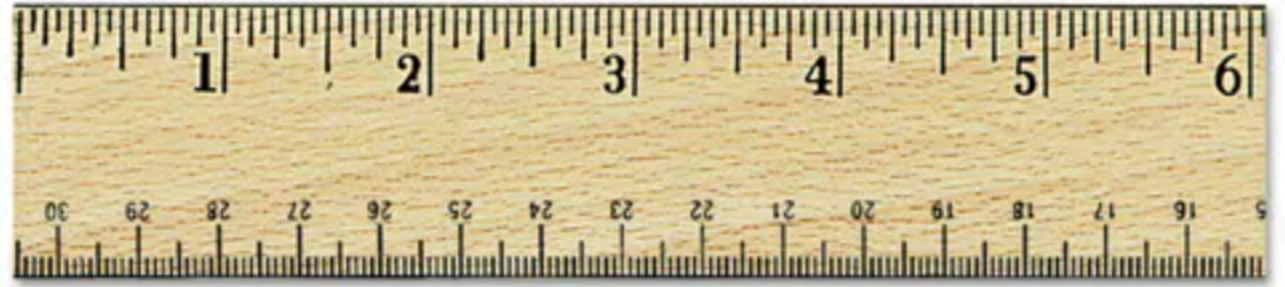




**Justifying and elevating the
BA role in your organization**

**Evidence
+
Storytelling
=
Compelling WIIFT**





EVIDENCE

Performance measurement

- Doesn't need to be perfect
- Goal is to *reduce uncertainty*
- Focus on outcomes rather than specific tasks

Performance measurement

*Compare outcomes in projects **with and without a skilled BA:***

- Number of requirement changes after a solution is rolled out
- Percentage of system enhancements that elicited positive (and negative) customer reactions
- Percentage of projects delivered on time with agreed requirements

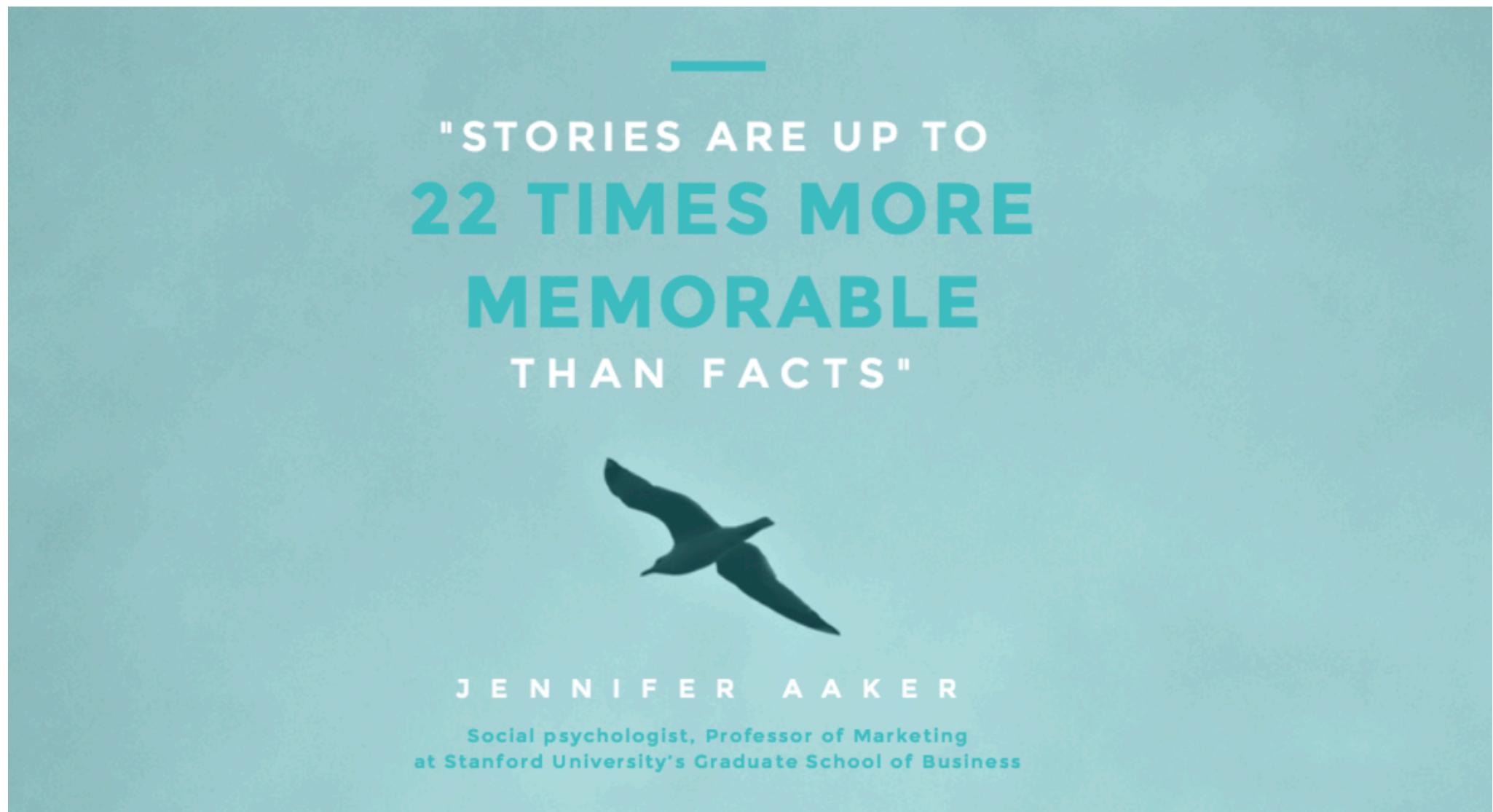
Individual metrics

Example

- **Given what I know of this person's performance, I would always want him/her on my team.**

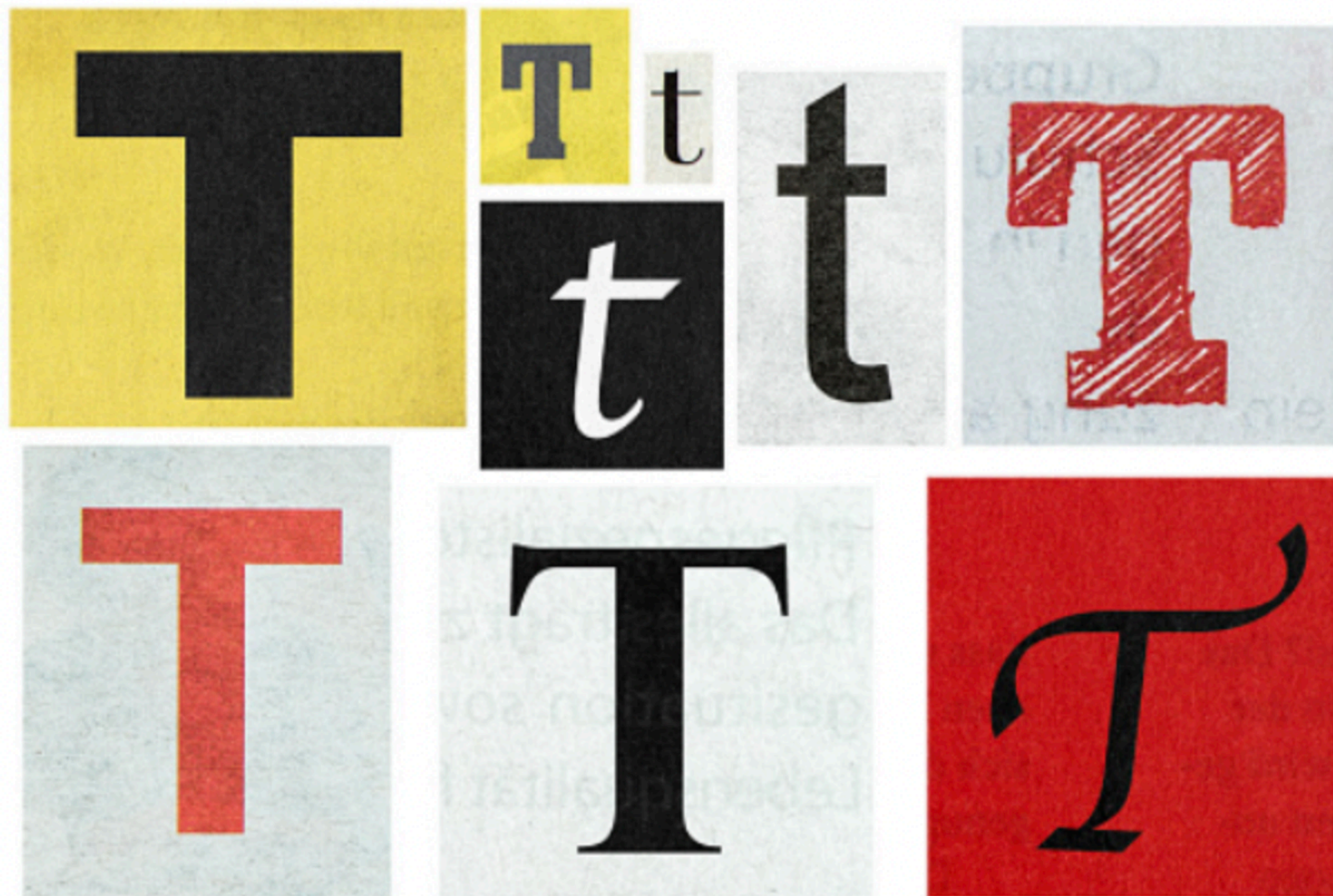
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

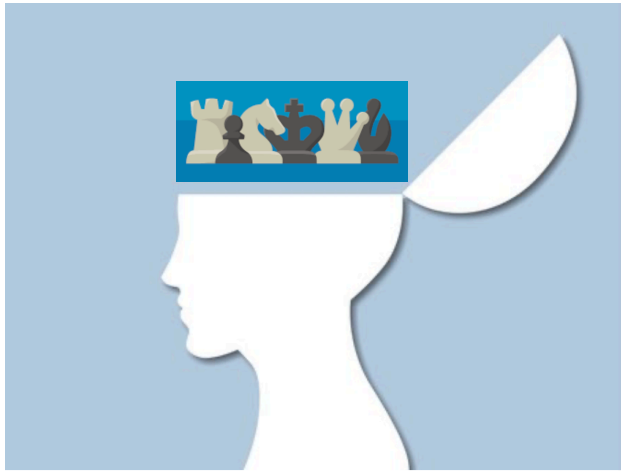
**Evidence
+
Storytelling
=
Compelling WIIFT**



How to structure your skill-building activities to ensure your work delivers clear and quantifiable benefits

Figure out your ideal T-shaped profile





Resources: bealprojects.com/iiba

The strategic BA playbook

Good Questions to Ask

[Stakeholder Interview Toolkit](#)

Useful Mental Models for Business Analysts

Use them to build of your own checklists of things to think about

[First principles reasoning: How thinking like a scientist can make you a better business analyst](#)

- [Template: First Principles for Business Analysis](#)

[Premortem: One of the most powerful tools for business analysts](#)

[Knowing when to stop: The untapped science of less](#)

[Monkeys and Pedestals: Find the bottleneck and solve for that first](#)

[Invisible Solutions](#) by Stephen Shapiro (book – [Amazon affiliate link](#))

Social Intelligence

[Social Intelligence: The Secret Tool of the Top Business Analysts](#)