

BASSA 2015 Track D covers soft Skills for Business Analysis

BASSA 2015

BUSINESS ANALYSIS SUMMIT SOUTHERN AFRICA

28 - 30 September 2015

Hilton, Double Tree Hotel, Woodstock, Cape Town



BUSINESS ANALYSIS – PUSHING BOUNDARIES



Presented by: South Africa Chapter of International Institute of Business Analysis™ (IIBA®) in association with SBS Conferences.

Dear Business Analysis Practitioner/Enthusiast

Although this is the last track, it is by no means the least important. The 'hard' skills are often taken as expected in any great BA, and so it is in the soft skills that differentiate a good BA from a great one.

Douglas Kruger presents on *"How to mesmerise without slides"*, where he will show how to engage and persuade without the use of PowerPoint slides. Attend *"How Business Analysts can get ahead of the skills curve"* by **Martin Pienaar**, if you want to ensure your skills are relevant and market related.

Mohamed Bray asks BAs to look at how one thinks as a BA. He recommends thinking like a BA but acting like a consultant. Want to know more about how a consultant thinks, the consulting delivery framework and how to manage multiple stakeholders? Then this is the presentation you need to attend.

Last in this track is **Treska Drummond-Hay** who presents a case study in communicating requirements. Using content structures and requirements visualisation to get her point across, Treska will show you how to better engage with Stakeholders.

And to end off the conference, don't miss *"What's Hot and What's Not"* by **Elizabeth Larson** from, Watermark Learning, USA. She will be highlighting the 7 latest trends in business analysis, which trends are apt to last and which will fade, what these trends mean for practitioners of business analysis and what aspects of organizational culture are needed to take advantage of these trends. Click here to see the [BASSA programme](#).

[Register today!](#)

Any queries, contact Natalie on natalie@sbs.co.za

Regards
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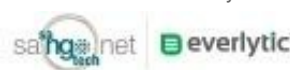
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