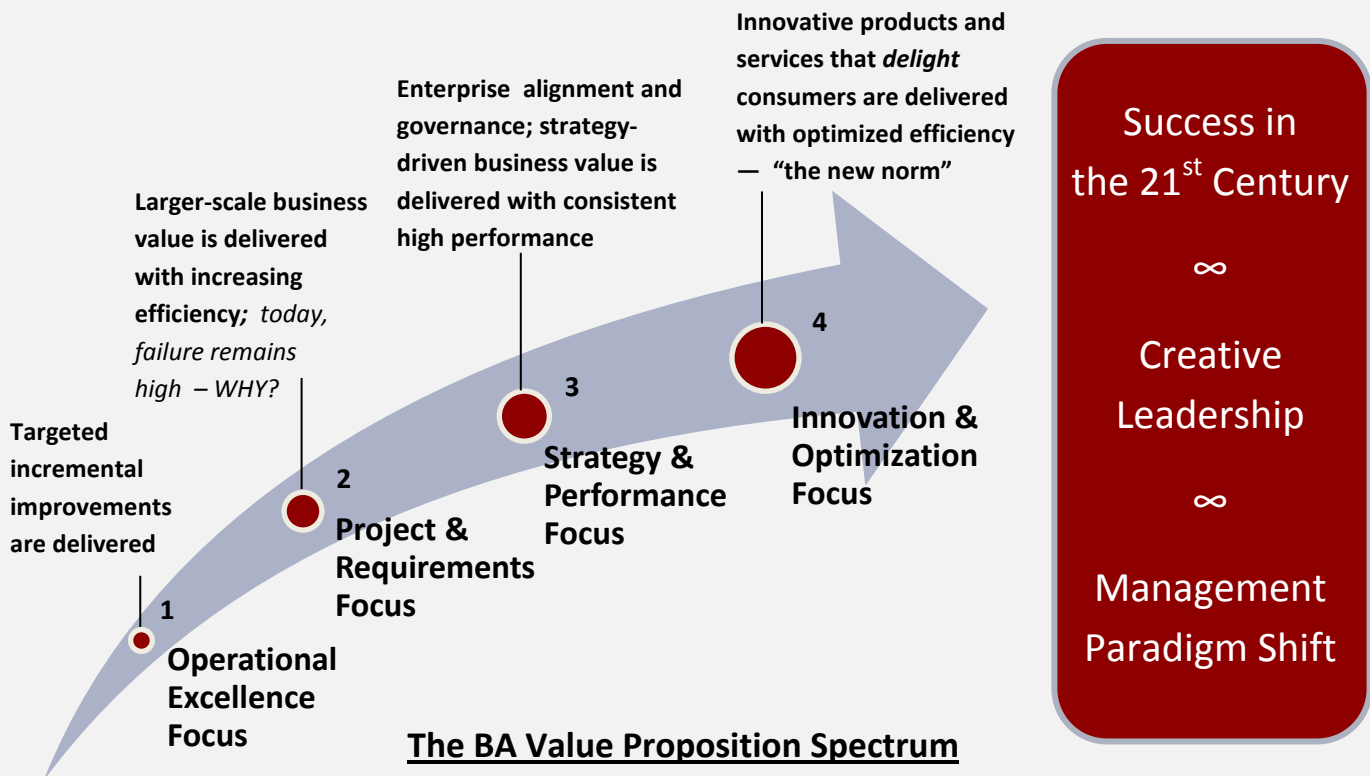


Business Analysis for the New Economy

New Consortium Elevates Critical Transformation Capability

Business Analysis (BA) is a key capability for the 21st century and the cornerstone for business, technology, and industry transformations.¹ The BA Leadership Consortium (BALC) is a team of leaders, experts, and change agents who have come together with a unified voice to elevate this message and help clients *realize* the full BA potential — and why it now must be embraced as a strategic imperative with a sense of urgency. **The *ultimate* BA value proposition builds upon internally-focused, tactical, project-aligned requirements practices to encompass strategic, enterprise capabilities — delivering coordinated practices and differentiating business offerings that:**

- Optimize workforce engagement and collaboration; align with portfolio and project management
- Leverage technology for competitive advantage and capitalize on complexity to drive creativity
- Delight consumers with innovative products and services, supported by a management paradigm shift²



The BALC catalyst is threefold:

- The continuing high level of failure at Level 2, in spite of years of industry attention on practice improvements
- BA capability is foundational for developing internal innovation capacity and creative leadership (Level 4)
- **Grassroots and practitioner-led efforts to embrace capability without strategic commitment are not sustainable**

¹ Hass K. (2011), The Enterprise Business Analyst: Developing Creative Solutions to Complex Business Problems;

Hass, K. (2009). Planting the Seeds to Grow a Mature Business Analysis Practice. K. Hass & Associates, Inc.;

Hass, K. (2007). Business Analysis Center of Excellence, The Cornerstone of Business Transformation; Management Concepts, Inc.

² Denning S. (2010), The Leader’s Guide to Radical Management – Reinventing the Workplace for the 21st Century; John Wiley and Sons, Inc.

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Founding Practices	Practice Focus Areas / Perspectives / Expertise
AH Consulting LLC Anne Hartley www.anehartley.com	<ul style="list-style-type: none"> • Transformational and Transitional Leadership • Vision, Goals, Ideation and Innovative Solutions • Frameworks, Roadmaps and Implementation Oversight • BA Capability Development and Deployment Leadership • BALC Catalyst and Visionary
Doreen Evans Associates Susan Martin www.doreenevans.com	<ul style="list-style-type: none"> • Business Analysis Competency Assessment and Planning • Business Planning and Enterprise Analysis • BA Tool Assessments, Integrations and Institutionalizations • BA practitioners who build quality requirements while mentoring others • Industry Best Practice Focus – Process, techniques, standards and tool • Team of Certified BA Professionals: Authors, Speakers, Mentors, Trainers
eDEV Technologies Asif Sharif, Ken Berger www.edevtech.com	<ul style="list-style-type: none"> • inteGREAT Technology • BALC Benchmark for World-class Requirements Definition, Integration and Knowledge Management Platform • BALC Benchmark for Enabling Technology Partnership
Kathleen Hass and Associates Kitty Hass www.kathleenhass.com	<ul style="list-style-type: none"> • BA Value Proposition; <i>Complex</i> Project Management (CPM) Alignment • BA/CPM Maturity and Workforce Assessments • BA/CPM Research and Benchmarking • Enterprise Business Analysis (EBA) and Business Case Development • Strategy and Portfolio Management Alignment; EBA/CPM Partnership • Complexity Management; Innovation & Creativity Leadership • Author of Books, Articles, White Papers, Webinars; Speaker
RalphYoung.net Ralph Young www.ralphyoung.net	<ul style="list-style-type: none"> • Certified Systems Engineering Professional (CSEP) • Process Improvement and Project Management Consultant • Team Building and Leader Advisor • Effective Requirements Practices, Books, Articles, Templates, Reusable Artifacts • Author; Speaker; Trainer
Requirements Quest Roxanne Miller www.requirementsquest.com	<ul style="list-style-type: none"> • Requirements Management Process Improvement • Role-Based Requirements Training and Coaching • BA Competency and Maturity Assessments • Requirements Workshop Facilitation • Nonfunctional Requirements • Author of Book, White Paper and Webinars; Speaker; Trainer
Seilevel Joy Beatty www.seilevel.com	<ul style="list-style-type: none"> • Requirements Management in Global Organizations • Business Analysis and Requirements Best Practices • Elicitation and Visual Models; Templates; Practice Guides • Tool Comparisons and Evaluations • Author of White Papers and Training Videos; Speaker

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The founding practices of the BALC reflect a broad spectrum of professional engagements and environments.

Affinity/Ministry Health	Lockheed Martin	U.S. Government Agencies
Allmerica Financial	Madison Area Technical College (MATC)	Unigard
Allstate Insurance Company	Manheim	University of Wisconsin System
American Family Insurance	Manulife Financial	University of Wisconsin-Madison
Anthem Southeast	Martin Marietta Corporation	University of Wisconsin-Milwaukee
Applied Information Systems	MassMutual Financial Group	Verizon
Armstrong World Industries	Merck	WEA Trust
Aurora Health Care	Microsoft	West Bend Mutual Insurance
Beacon Mutual	Nationwide Insurance	Whirlpool
Beacon Technologies	Navy Federal Credit Union	Williams Communications
Berkshire Life Insurance Company of America	New Zealand Ministry of Education	Wipfli LLP
BizConstruct	Northrop Grumman Information Technology	Wisconsin State (various departments)
Blue Cod Technologies	Northwestern Mutual	WPS Health Insurance
Blue Cross and Blue Shield of North Carolina	Oakland University	
BlueBolt Networks	Oshkosh Corporation	
Brandes Investments	Penn Mutual	
Bridgestone Americas	Pfizer	
Capital Indemnity	Praxilient	
Cardone Industries	PRC, Inc.	
Church Mutual Insurance Company	ProAg	
Circuit City	Progressive Insurance	
Colorado Department of HHS	Project Performance International (Australia)	
Colorado Springs Utilities	QBE the Americas	
Compass Bank	Quest Communications	
Computer Associates	QVC	
Computer Management Corporation	Raytheon	
Compuware Corporation	Relativity Technologies	
CUNA Mutual Group	Rockwell Automation	
CVS	Safe Bridge Solutions	
Dean Health Plan	Salt Lake City Olympic Organizing Committee	
Deluxe Check Company	Secura Insurance	
Direct Supply	Seer Technologies	
Draper Laboratory	SHAZAM	
Edaptive Systems	SIMPLAN Systems	
Fairfax County Government, Virginia	State Farm	
Federal Home Loan Bank, Pittsburgh	Stratagem	
First Trenton	Sulzer Medica	
Ford Motor Company	Sun Life Financial	
Genesis10	TDS Telecom	
Great Lakes Higher Education Corporation	The COMSAT Corporation	
Harleysville Group	The MITRE Corporation	
Hastings Mutual	The SABRE Group	
HSA Home Warranty	Thomson Consumer Electronics	
Jeppesen Sanderson	Thrivent Financial for Lutherans	
JM Family Enterprises, Inc.	Toyota Financial Services	
Johnson Controls	Toyota Motor Sales	
Key Bank	Travelers Insurance Companies	
Kohl's Department Stores	Trissential	
Lands' End	TRW	
LexisNexis	U.S. Army	
Litton Systems	U.S. Department of Homeland Security	