

# BACCM

BUSINESS ANALYSIS CORE CONCEPT MODEL

IIBA PHILLY CHAPTER MEETING – MAY 2017

# Objectives

- Understand what the BACCM is and its value to a BA
- Understand what the core concepts are and their relationships
- Know when to use the BACCM
- Practice!

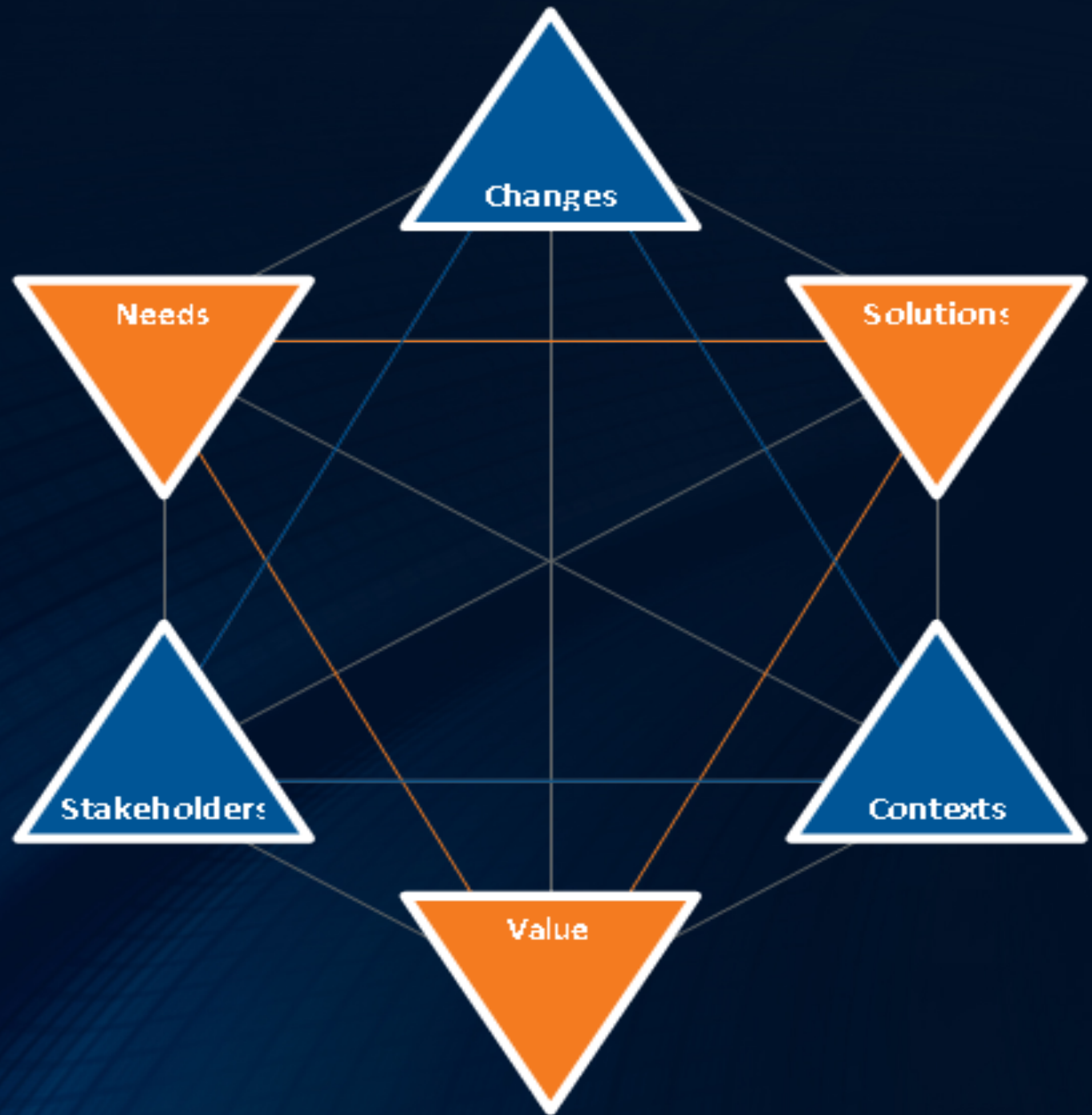
# Business Analysis Core Concept Model

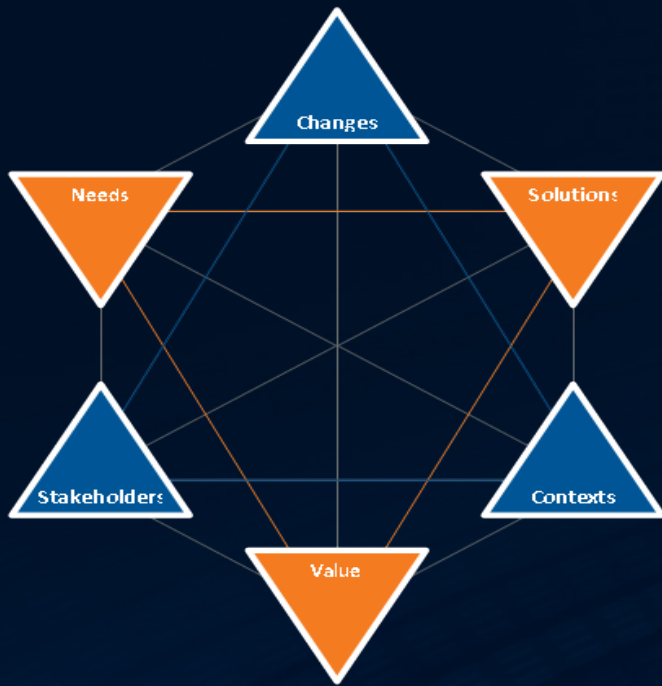
a **powerful** conceptual framework for business analysis tasks regardless of perspective, industry, methodology, or level in the organization

- 6 core concepts with common meaning
- Big picture view
- Understand stakeholder motivations
- Know what questions to ask
- All of the concepts are equal & necessary
- Each is defined by the others
- Each cannot be fully understood until all are understood
- Instrumental to understanding the type of information elicited, analyzed or managed
- Key to establishing both a foundation and a path forward

“Open your eyes to potentially large gaps in your understanding of what you are trying to do.”

~Julian Sammy

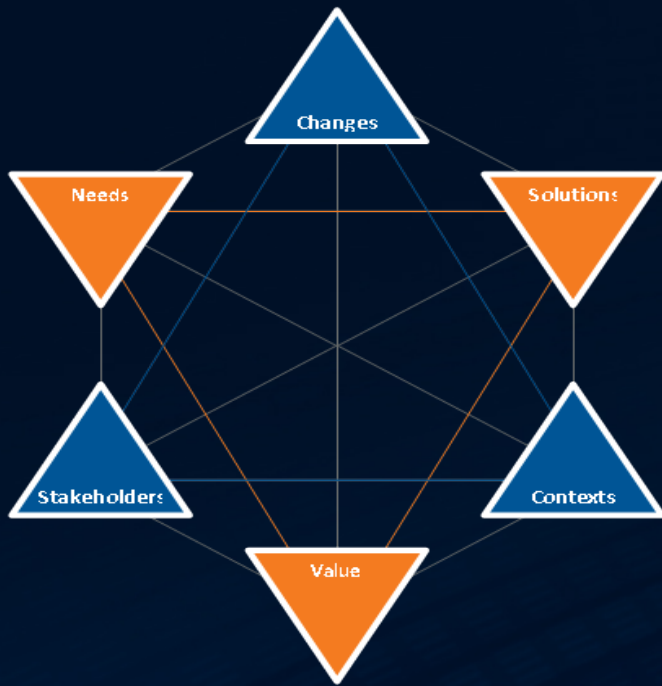




- Change works to improve the performance of an enterprise.
- These improvements are deliberate and are controlled through business analysis activities.

# Change

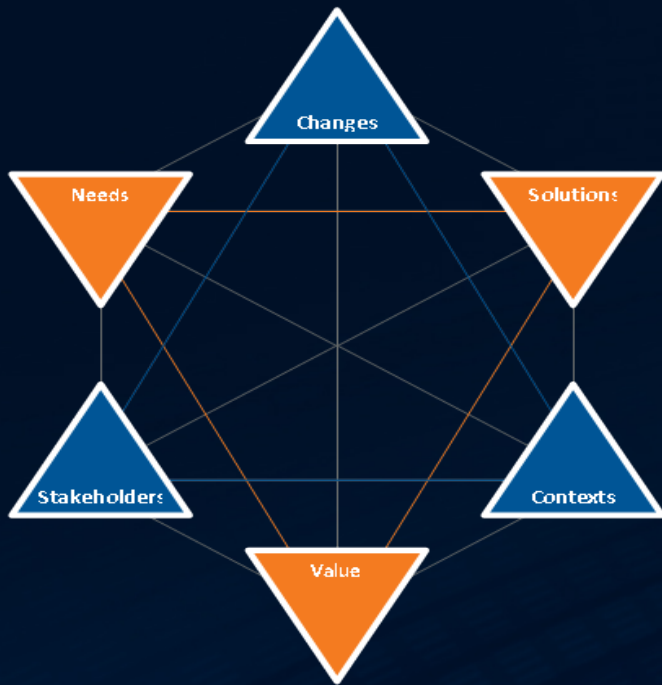
The act of transformation in response to a need.



- Needs can cause changes by motivating stakeholders to react.
- Changes can also cause needs by eroding or enhancing the value delivered by existing solutions.

# Need

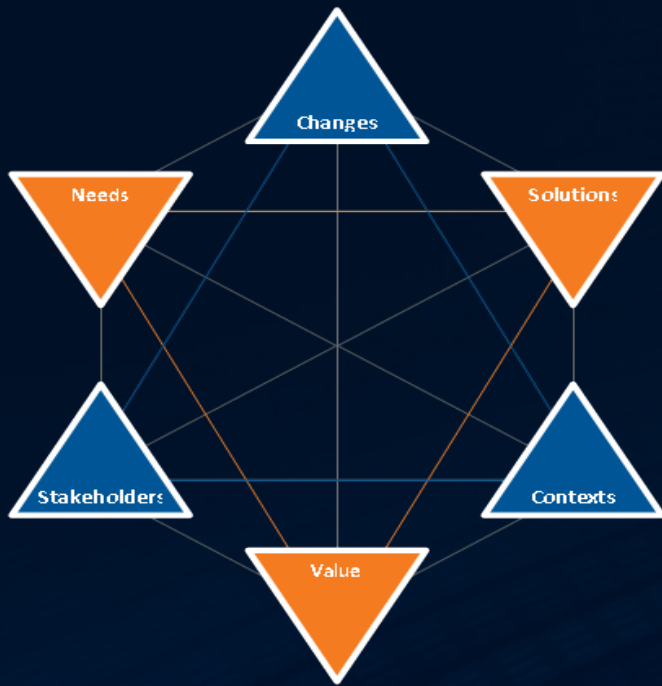
A problem or opportunity to be addressed.



- A solution satisfies a need by resolving a problem faced by stakeholders or
- enabling stakeholders to take advantage of an opportunity.

# Solution

A specific way of satisfying one or more needs in a context.

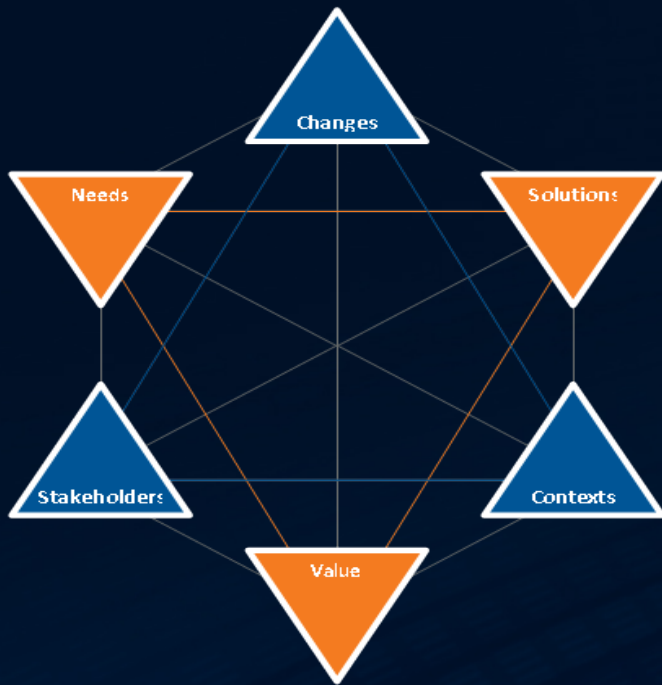


- Stakeholders are often determined in terms of interest in, impact on, and influence over the change.
- Stakeholders are grouped based on their relationship to the needs, changes, and solutions.

# Stakeholder

A group or individual with a relationship to the change, the need, or the solution.

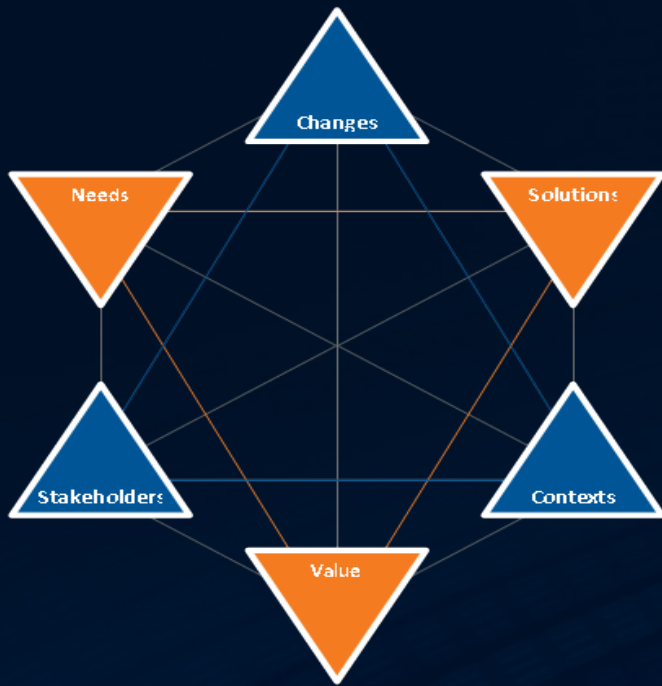




# Value

The worth, importance, or usefulness of something to a stakeholder within a context.

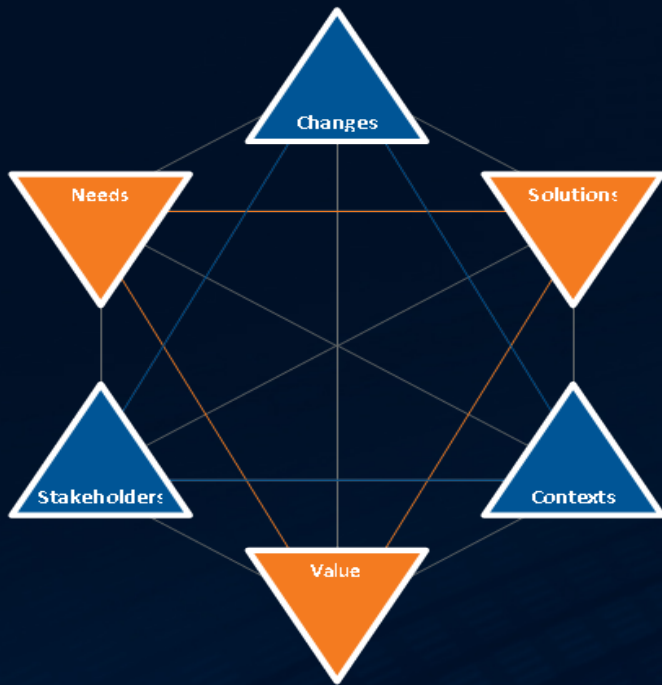
- Value can be seen as potential or realized returns, gains, and improvements. It is also possible to have a decrease in value in the form of losses, risks, and costs.
- Value can be tangible or intangible. Tangible value is directly measurable. Tangible value often has a significant monetary component. Intangible value is measured indirectly.
- Intangible value often has a significant motivational component, such as a company's reputation or employee morale.
- In some cases, value can be assessed in absolute terms, but in many cases is assessed in relative terms: one solution option is more valuable than another from the perspective of a given set of stakeholders.



## Context

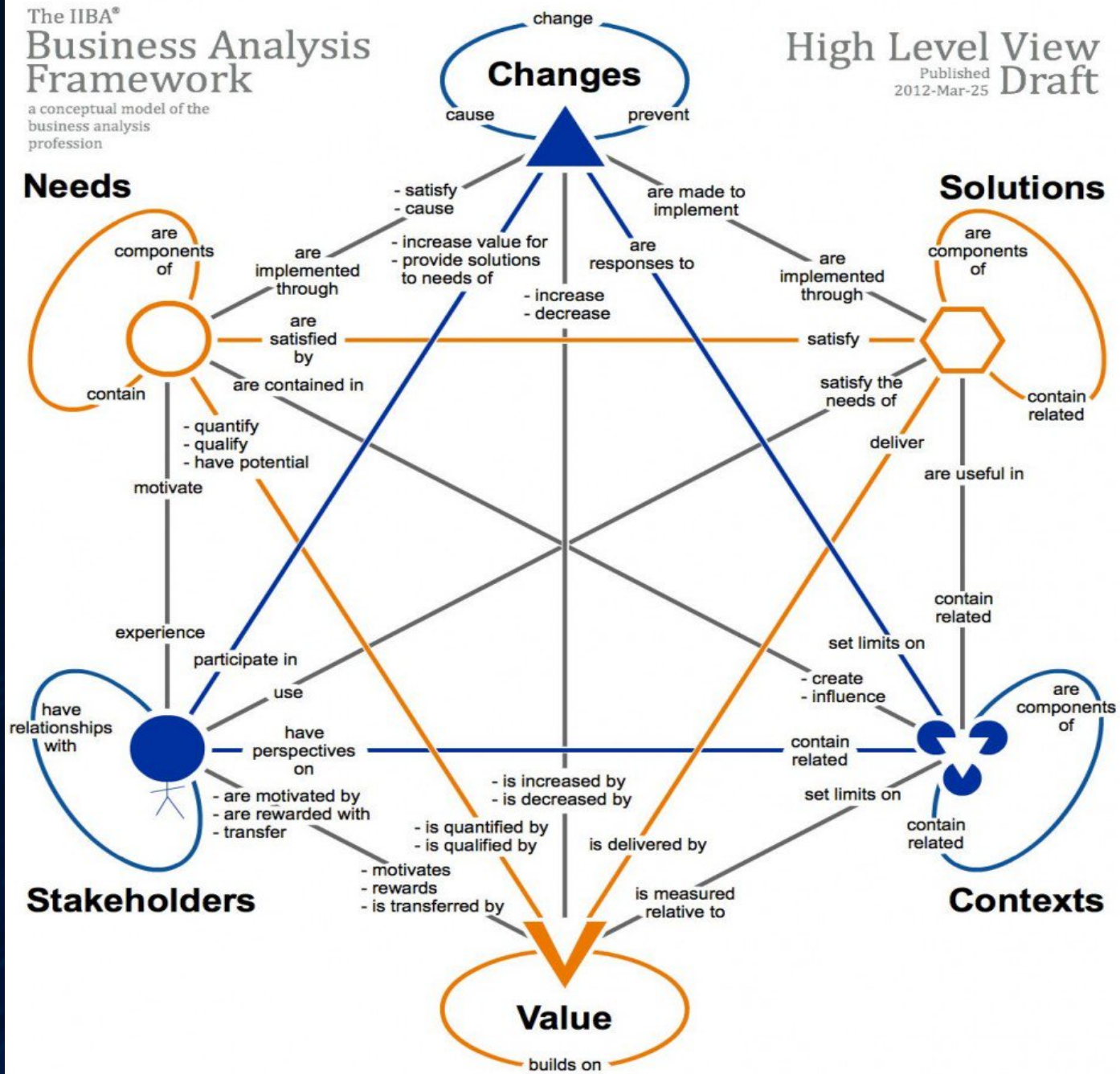
The circumstances that influence, are influenced by, and provide understanding of the change.

- Changes occur within a context.
- The context is everything relevant to the change that is within the environment.
- Context may include attitudes, behaviors, beliefs, competitors, culture, demographics, goals, governments, infrastructure, languages, losses, processes, products, projects, sales, seasons, terminology, technology, weather, and any other element meeting the definition.



If any of the core concepts experience a change, it should cause us to re-evaluate these core concepts and their relationships to value delivery.

- What are the kinds of *changes* we are doing?
- What are the *needs* we are trying to satisfy?
- What are the *solutions* we are creating or changing?
- Who are the *stakeholders* involved?
- What do stakeholders consider to be of *value*?
- What are the *contexts* that we and the solution are in?



# References

- BABOK v3, Section 2.1
- <http://masteringbusinessanalysis.com/mbao83-the-ba-core-concept-model/>
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