



Annual Report

2023

IIBA Brussels

By IIBA® Brussels Chapter



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“The 2023 Annual Report of the IIBA Brussels Chapter presents an impressive overview of the chapter's activities and achievements. With a strong focus on advancing the practice of business analysis, the chapter has successfully cultivated a supportive and engaged community in Belgium and Luxembourg. Their commitment to providing valuable content, fostering community engagement, and promoting professional growth is truly commendable. The chapter's initiatives and achievements in 2023 have set a high standard for excellence in the field of business analysis.”

– [Bindu Channaveerappa](#) –

*Business Analysis Consultant (Lead BA) / Regional Director IIBA EMEA / Author /
International Speaker on Business Analysis and Cybersecurity*

“The 2023 Annual Report of the IIBA Brussels Chapter provides a concise yet comprehensive overview of the chapter's key activities and milestones from the past year. It underscores the chapter's dedication to advancing the practice of business analysis, showcasing notable achievements in member engagement, professional development, and community building. The report is well-organized, making it easy to navigate and understand the chapter's impact. It serves as a valuable resource for anyone interested in the progress and initiatives within the business analysis field in Brussels and Luxembourg.

Over the past year, the chapter has significantly impacted the BA community in the region, earning numerous awards and nominations for their dedicated work. Beyond their efforts in BeLux, the chapter consistently supports and collaborates with other chapters, such as the one in Poland. We deeply value this close collaboration.

This report is highly recommended for professionals seeking insights into the chapter's contributions and future direction.”

– [Agnieszka Balcerzak](#) –

President, IIBA Poland Chapter

IIBA's Vision

Shape the practice of business analysis to achieve better enterprise outcomes.

IIBA's Mission

Lead the global business analysis community and professional standards so every person achieves more.

INTERNATIONAL INSTITUTE OF BUSINESS ANALYSIS™

CORE AND SPECIALTY CERTIFICATIONS



30 000+

Members and certification holders



120

Chapters in >40 countries and
Members in >150 countries around the globe



600+

Corporate Program, Academic Institutional,
and Training Partners



1300+

Volunteers working together to build
the standard of the profession



IIBA Brussels Chapter

Belgium & Luxembourg



131

Members



24

Certification holders



1470+

LinkedIn followers



1000+

Newsletter subscribers



20 - 50

Event participants each time



IIBA Brussels Chapter Vision & Mission

Vision

Become the centre for the community
of practice in Business Analysis in
Belgium and Luxembourg

Mission

Foster awareness on the value of
business analysis

Support and advance skills and
competencies of BA professionals

RISE of the BA Profession(al) in BeLux

Strategic plan 2022 - 2027

Strategy

← **Reach** →
Impact
Support
Engage

RISE of the BA Profession(al) in BeLux

Key elements

- **Reach** a large part of the broad community that performs, uses or reaps the benefits of BA
- **Impact**: Inspire our community with actionable ideas and possibilities, leading to actions by and results for our community members
- **Support** our customers by providing them with what they need to grow and leverage their BA capability, skills and expertise
- **Engage** our customers so we become a true community

Supportive elements

- **Quality** of content & value proposition; **Feedback** loop
- **Consistency**: regularity & sustainability of activities
- **Team** stability; ability to execute

IIBA Brussels Chapter Nominations

The Delivering Membership Value Award and Marketing Excellence nominations
for IIBA Brussels chapter in 2023



IIBA Brussels Chapter Winning

IIBA Brussels Chapter won Marketing Excellence award in 2023



Koryn Anderson

Lead Business Analyst | Certified Business Analyst | Senior Vice-President at Baird



On behalf of the IIBA Global Chapter Council, I just wanted to send a quick note to celebrate your team's accomplishment by winning the 2023 Marketing Excellence Award!

Your team is making an impact not only on your Chapter members but on the IIBA community at large. (I so enjoy the weekly LinkedIn posts from the BA Cafe!) Thank you for absolutely everything you do. Keep up the fantastic work. We look forward to what the next year holds for you!

Congratulations and thank you!

IIBA Brussels Chapter Recognitions

in previous years

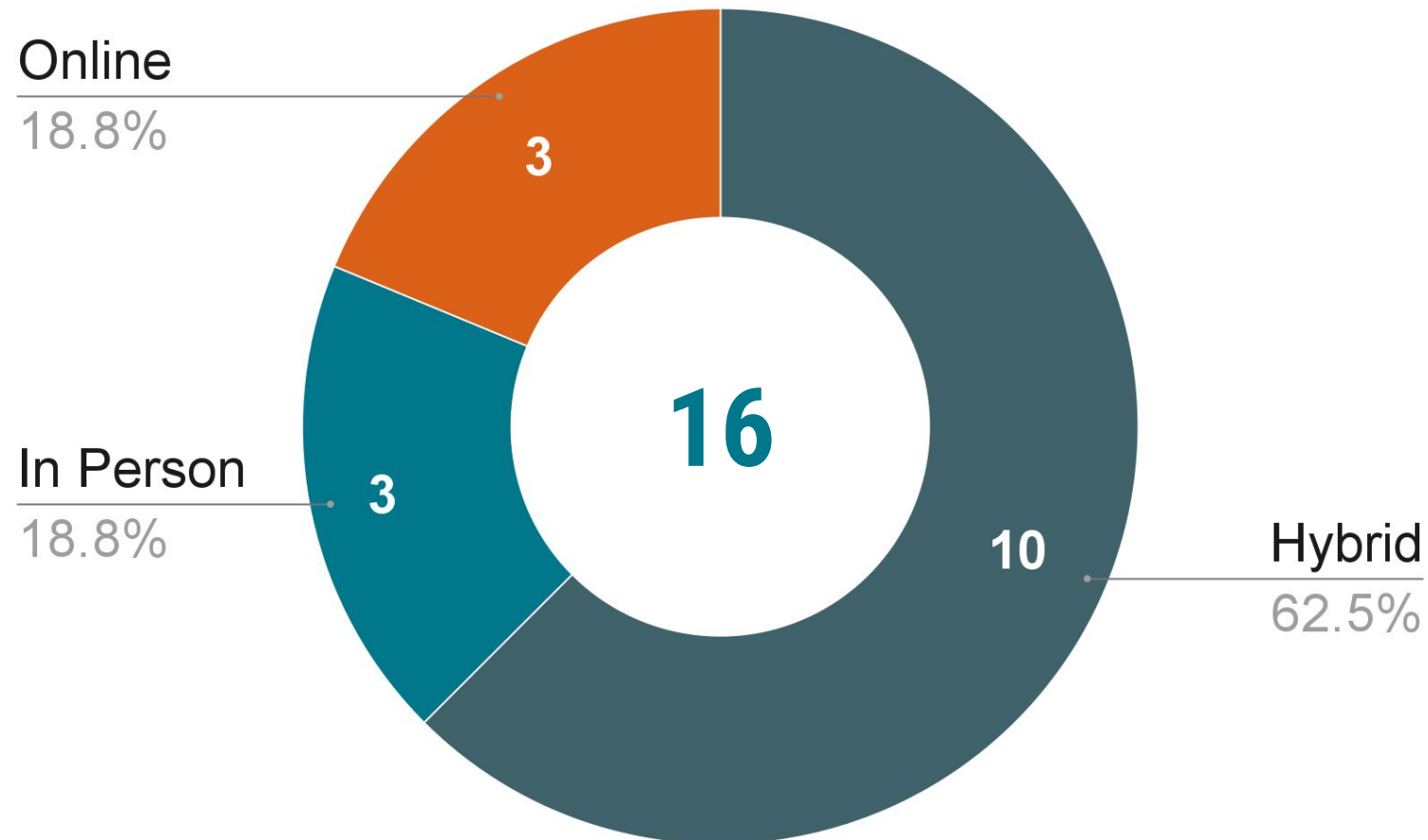


IIBA Brussels Chapter Key Activities

- Regular Chapter Events
- Yearly BABOK Study Group
- Yearly BA & Beyond Conference
- Yearly BA Achievement Award
- Weekly BA Café
- Marketing & Communications
 - LinkedIn company page
 - Chapter mailing list
 - Chapter website
- Participation in Local and Global (II)BA Events and Activities

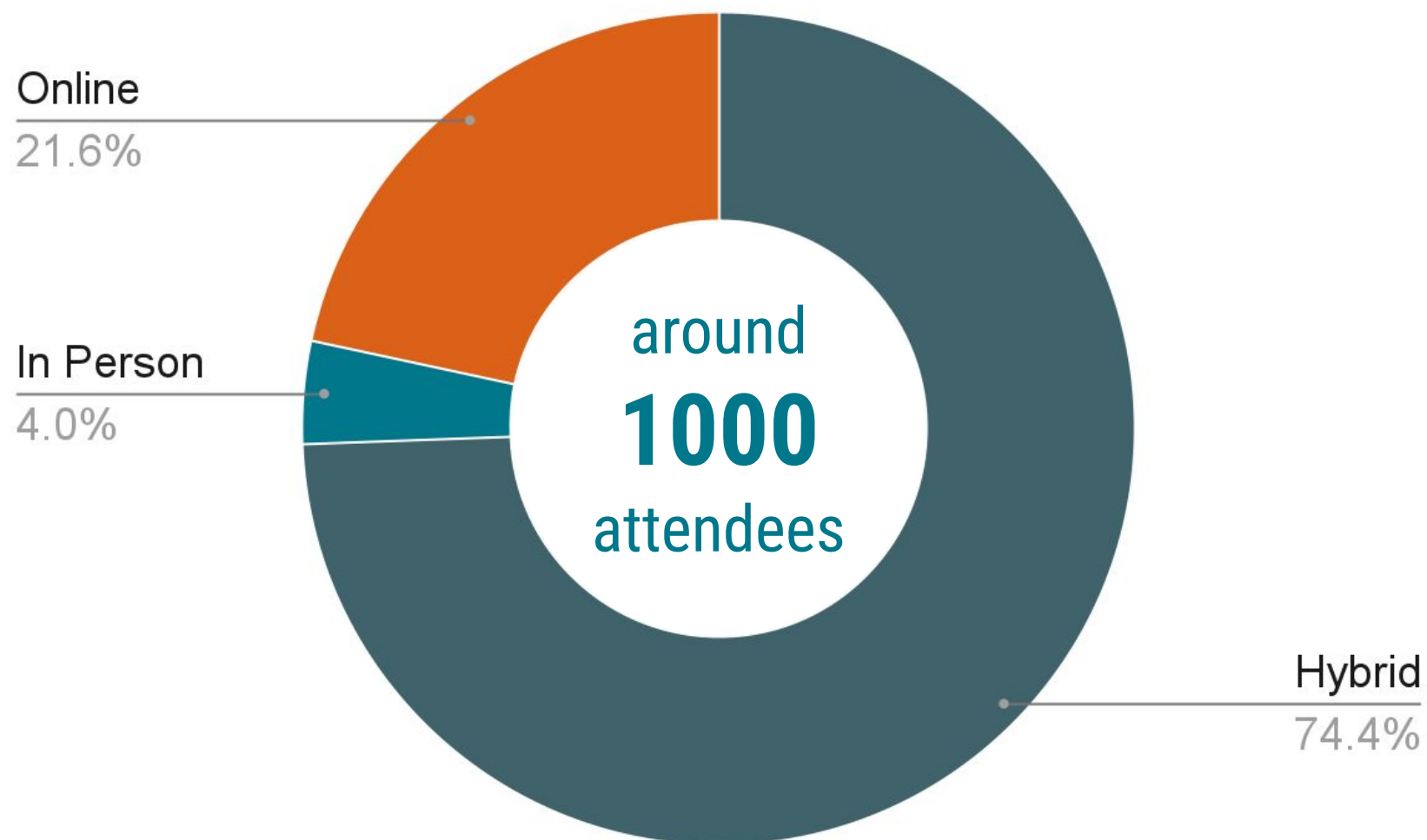
Overview of the Events

Different events and activities
IIBA Brussels organised in 2023



Audience of the Events and Activities

Organized by IIBA Brussels in 2023



2023-02-28

Hybrid



How Business Analysis can make change stick

How Business Analysis can make change stick

Filip Hendrickx

”

As a bridge, you quickly become bottleneck and messenger of “bad news.”

As a spider, you can create a web of connections between stakeholders and facilitate co-creation of change.

brussels.iiba.org



In February, we hosted a hybrid event about making change stick as a BA.

What do spaghetti, gold medals, spider webs, butterflies and flowers have to do with change, and how is that relevant for business analysis professionals?

Speaker:



Filip Hendrickx

Innovating BA | Inspiring people as speaker • author • trainer • coach • conference organiser | President @ IIBA Brussels Chapter | Visiting Professor @ VUB

in

Brainy Glue

Making Change Stick

A business novel on business analysis, innovation and change



By Ian Richards and Filip Hendrickx

BrainyGlue.com

Illustrations by Koen De Keersmaecker from Bizzuals

Get your copy or a free 16-chapter sample!

"Ian and Filip have brought business analysis to life!"
— Christina Lovelock, Business Analysis Leader & Author, University of Leeds, United Kingdom

"This book made me realise again why I love so much being a business analyst!"
— Ann Mistiaen, Business Analyst, Novado, Belgium

"Brainy Glue offers a unique perspective of business analysis."
— Dr Debra Paul, Managing Director, AssistKD, United Kingdom

"New and experienced BAs will enjoy the storytelling and be reminded of the value of their skill set."
— Barbara Carkenord, CBAP, IIBA-AAC, PMI-PBA, PMP, Consultant at Carkenord Consulting, Board Chair of IIBA, United States

"Great ideas that stick in my mind forever."
— Fabricio Laguna, CBAP, AAC, PMP, MBA, Business Consultant, Teacher and Professional Speaker, Brazil

2023-03-20

In Person

Advisory Board

IIBA Brussels Chapter

Filip Hendrickx



Stefan Bosuwé



Ann Leemans



Robin Smets

IIBA Global

Keith Ellis



Andy Grazebrook



In March we organized first in person Advisory Board meeting, where we asked input from organisations (consulting, academic, public sector, etc.) to advice us for our future strategy / activities.

Companies and their representatives:

Smals

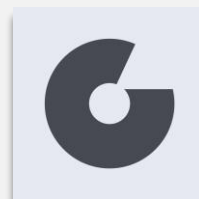
Karel Van Eeckhoutte



Patricia Van Daele

Cegeka

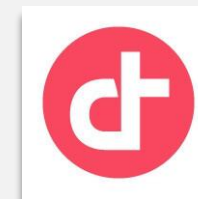
Anneke Bossier

Colruyt Group

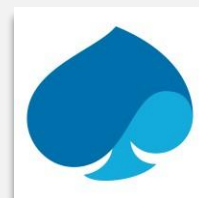
Maud D'hont



Ruben Wittevrongel

Devoteam

Stefan Lodewijckx

Capgemini

Edward Vincx



Wannes Dierckx



Bernhard Goovaerts

KU Leuven

Jan Vanthienen



Pieter Hens



2023-04-26

Hybrid



The Conscious Business Analyst

The Conscious Business Analyst

Stijn Verstraete
Johan Merckx

”

Being a conscious leader is about deeply connecting with yourself and your environment.

brussels.iiba.org



In March we hosted a hybrid event, where we explored the crucial mindset and soft skills that you need to connect with customers, end users, stakeholders, partners and technical people.

Speakers:



Stijn Verstraete

Making an impact as Program manager, Strategist, Digital business innovation, Sustainability



Johan Merckx

Leef je Leven, volg je Hart ❤️ Digitale innovatie, in co-creatie, in team



2023-04-26

Hybrid



Agile Business Cases

Agile Business Cases

Damien Braeckman

”

A fixed scope agile project is nothing more than a backlog that doesn't change too much.

”

A PO needs to be hard on the facts and soft on the people.

brussels.iiba.org



In April we hosted a hybrid event.

In an agile approach, we accept there's a lot we don't know up-front. So how do we (help) estimate the project? What's the agile alternative for following up on scope, time and cost? How can we stay in control without sacrificing flexibility and responsiveness to changes?

About 40 people joined us onsite at Novado and another 40 online. Damien's talk about agile business cases clearly peaked our community's interest.

Speaker:



Damien Braeckman
Chief Project Officer @Traicie



2023-05-22 to 26

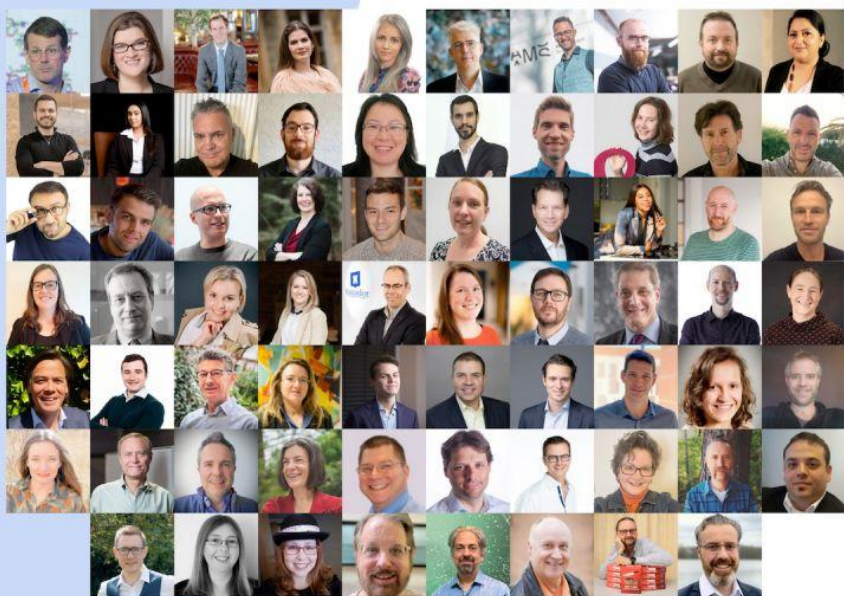
BA & Beyond 2023

- 6th Conference

Hybrid



Belgium — The Netherlands — Online
22 - 26 May 2023



#BABeyond23



ba-beyond.eu

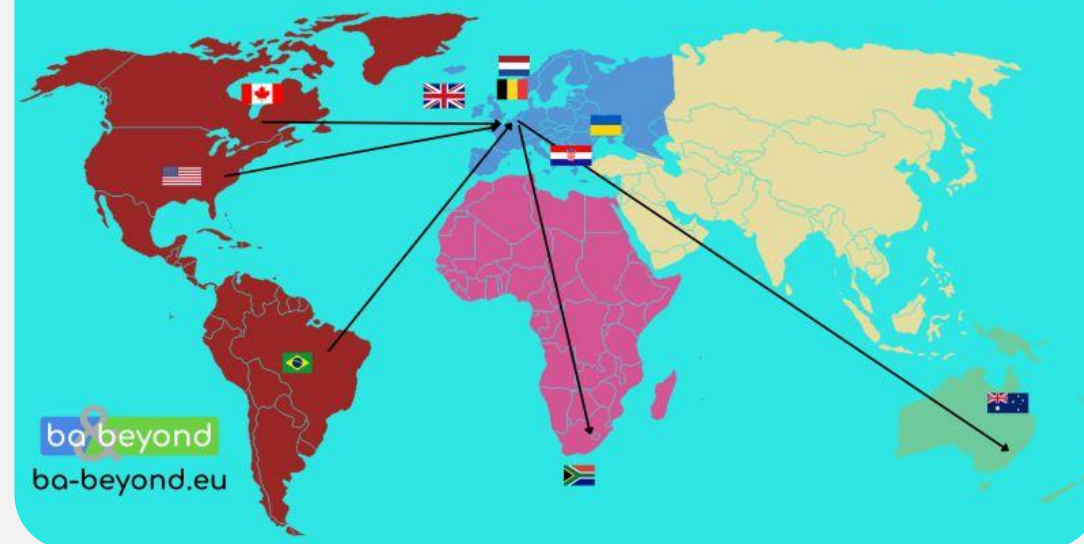
6th annual BA & Beyond conference.

70+ speakers from all over the world.

Great talks and also the opportunity to interact and network with like-minded business analysis, business architecture, agile and data professionals.

In Belgium and online on May 22nd and 23rd, in the Netherlands and online on May 25th and 26th.

Our speakers at #BABeyond23 come from all over the globe:

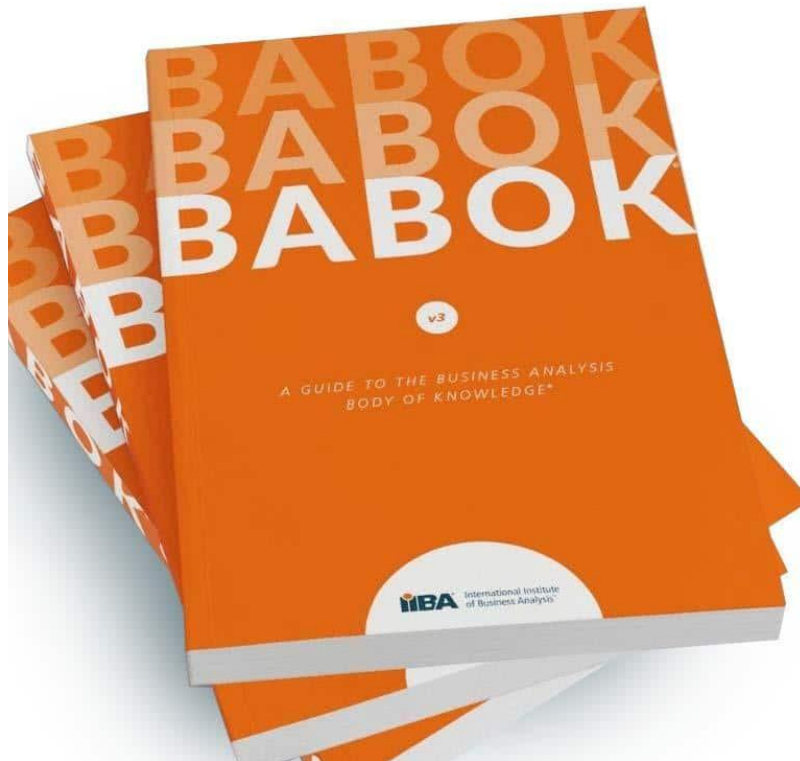


2023

Hybrid



BABOK Study Group 2023



5th BABOK Study Group.

During meetups for the BABOK study group in which we:

- Facilitated, presented & discussed chapters of the BABOK interactively;
- Exchanged practical experiences between practitioners linked to the chapters discussed;
- Worked in teams and made the BABOK come to life by applying 'theory' to real-life cases.

In total 16 people received their certificates of completion of BABOK Study Group 2023.

Web page of the 2023 group:

<https://brussels.iiba.org/event/babok-study-group-2023>

2023-09-19

In Person

Lean Coffee: The BA Career: Challenges and Opportunities



The BA Career Challenges and Opportunities

Tuesday, 19 September, 18:30 CEST

RIZIV, Brussels

brussels.iiba.org/events-list



Photo by Frank Leuderalbert on Unsplash

The BA Career Challenges and Opportunities

”

Create a SWOT about yourself

”

Go from a career path to an area of interest path.

”

Create a SWOT about yourself

brussels.iiba.org



Our first in person lean coffee at [RIZIV/INAMI](https://www.riziv.be) in Brussels triggered interesting conversations on BA career paths, challenges and opportunities.

Facilitators and speakers:



Bart Verbeke

Freelance Business Analyst - CBAP®



Tim Coenegracht

Ensuring that needs are fulfilled with value generating solutions



Filip Hendrickx

Innovating BA | Inspiring people as speaker

• author • trainer • coach • conference
organiser | President @ IIBA Brussels
Chapter | Visiting Professor @ VUB



Nils Steyaert

Senior business process and business data analyst



2023

Online



#BACafé

50+ sessions in 2023

occurs every Friday

+ at some international
business analysis conferences



The BA Café was launched on April 3rd 2020.

If you feel like connecting with amazing and diverse BAs, just drop in and use this [Zoom link](#) any Friday between 12:30 and 13:30 Brussels time (CEST/CET). No registration needed, no strings attached.

BACafé@TheConference - also can be hosted at a number of international business analysis conferences.

Webpage: <https://brussels.iiba.org/bacafe>

Key facilitators:



Christiane Vandepitte
*Business Analyst - Software Designer -
Speaker - Journalist (freelance)*



Stefan Bossuwé
*#TheHolisticBA · Holistic Business Analysis
Professional · Speaker · Coach · Trainer ·
Mentor · #NOTOpenToWork*



Filip Hendrickx
*Innovating BA | Inspiring people as speaker •
author • trainer • coach • conference
organiser | President @ IIBA Brussels
Chapter | Visiting Professor @ VUB*



2023-10-06

Online

BA Jam: IBA Brussels BA Cafe & IIBA UK BA Brown Bag - Special Edition



The online party with BA thought leaders and content creators and learn and share about the Past, Present and Future of Business Analysis. On Friday, 6 October, our weekly BA Café and regular IIBA UK BA Brown Bag are joining forces to discuss BA's evolution.

190+ people joined online



It was an unusual BA Café, so there were two speakers:



Stuart Mullinger

Consultant business analyst and IIBA UK volunteer



Filip Hendrickx

*Innovating BA | Inspiring people as speaker
• author • trainer • coach • conference
organiser | President @ IIBA Brussels
Chapter | Visiting Professor @ VUB*



2023-10-18

Hybrid



BA & Beyond #OnTour Live in Poland for BA Jam



Live from Poland talking about what's beyond projects and how that influences the role of business analysis and how BA can influence the role of projects.

Speakers and facilitators:



Elena Zhukova

Help companies build and iterate strategy in a nimble way | co-founder OKR Poland



Allan Kelly

Agility Consultant: agile + OKRs - Partnering with teams to improve agility, enhance predictability, sustainability, better work environments & happier employees.



Anna Kochanowska

Business Analyst & Product Thinking Advocate



Filip Hendrickx

Innovating BA | Inspiring people as speaker • author • trainer • coach • conference organiser | President @ IIBA Brussels Chapter | Visiting Professor @ VUB



Wouter Nieuwenburg

Business Analyst/Architect at the Ministerie van Sociale Zaken en Werkgelegenheid (via Pancompany)



2023-10-24

Hybrid



Shaping tomorrow - Is sustainability any of my business?

Shaping tomorrow Is sustainability any of my business?

Ines Vanlangendonck, Morten Stender
and Stefan Bossuwé

 Tuesday, 24 October, 19:00 CEST

 Online

 brussels.iiba.org/events-list



The hybrid event to discuss sustainability. What can you, as a business analyst or business architect do today, to act on sustainability concerns in your organization?

Speakers:



Ines Vanlangendonck
*Sustainability expert, Senior Digital Analyst,
Keynote Speaker*



Morten Stender
*Partner | Digital Transformation | Strategy
to Realisation | From coffee to next-insight*



Stefan Bossuwé
*#TheHolisticBA · Holistic Business Analysis
Professional · Speaker · Coach · Trainer ·
Mentor · #NOTOpenToWork*



2023-11-13

Hybrid



How to use company culture as change-enabler?

How to use company culture as change-enabler?

Nadine Lahaye and Elisabeth Mertens



 Monday, 13 November, 18:00 CET

 Colruyt Group, Halle & online

 brussels.iiba.org/events-list

The hybrid event to discuss how our 'culture compass' helps us leave legacy behind, by showing how the features in the new tooling are different but relate to the same business requirements. And most importantly, how they map onto the same corporate values?

Speakers:



Nadine Lahaye

Senior Solution analyst Communication and Collaboration - Corporate bij Colruyt Group



Elisabeth Mertens

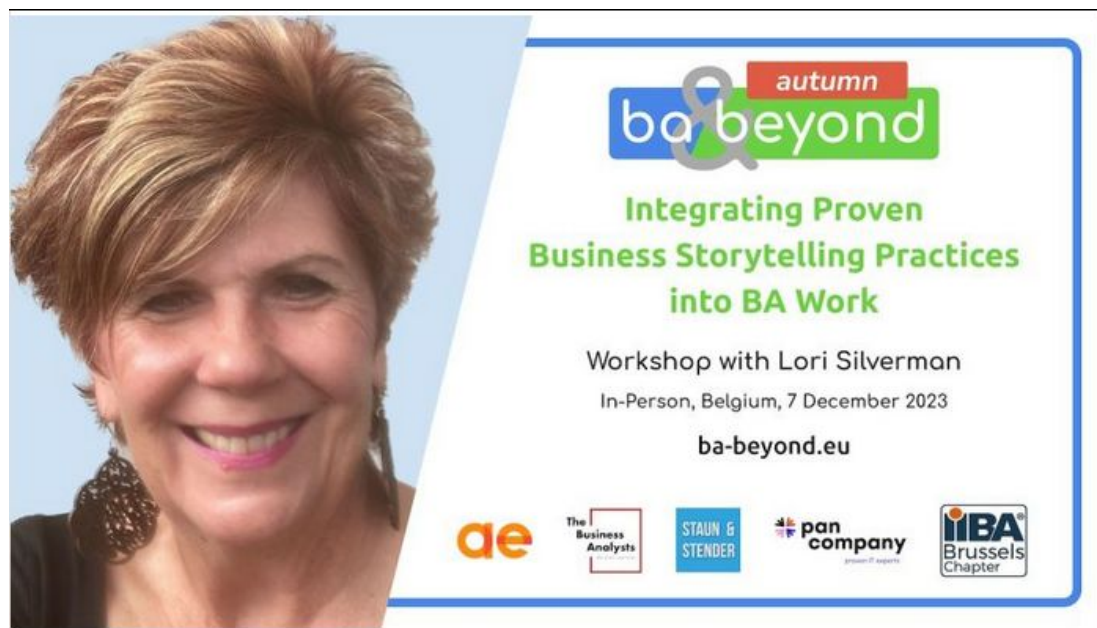
Directeur Communicatie / Woordvoerder



2023-12-07

In Person

BA & Beyond 23 Autumn Event - Part 1: Workshop - Integrating Proven Business Storytelling Practices into BA Work



The in-person event with the truly unique opportunity to host Lori Silverman in Belgium. Unique, because it was the very last time Lori would share her career-long insights and experiences on BA, data and story-telling before exploring new opportunities.

Workshop facilitator:



Lori Silverman

I help you strategize long-term; navigate messy, complex changes, make “smarter” decisions with data, and influence through story. Global speaker. Author. LinkedIn Live host.



2023-12-07

Hybrid



BA & Beyond 23 Autumn Event - Part 2: Panel discussion - All About Data



Photo by Carlos Muza on Unsplash



2023 Autumn Evening Event

Panel: All About Data

&

BA Achievement Award Ceremony

Hybrid, Belgium & Online

7 December 2023, 18:00 CET/Brussels/Amsterdam



ba-beyond.eu

The hybrid event. Our panelists covered topics related to

- data & storytelling
- putting data in the hands of people
- data science & AI
- data privacy

Panel discussion speakers:



Chrisanne Kirstein

Business Analyst | Product Owner | Mentor | Community facilitator



Jan Meskens

Data Strategy Consultant | Speaking, sketching and writing about the data world | "I believe that usable data will always lead to valuable data."



Christiane Vandepitte

Business Analyst - Software Designer - Speaker - Journalist (freelance)r



Lori Silverman

I help you strategize long-term; navigate messy, complex changes, make "smarter" decisions with data, and influence through story. Global speaker. Author. LinkedIn Live host.



2023-12-07

Hybrid



The Business Analysis Achievement Award



Achievement:

A thing done successfully with effort, skill, or courage

Oxford Languages

What business analysis achievement are you really proud of?

Be proud and submit your achievement at

BA-Achievement-Award.org



Business analysis adds value for organisations! Business analysis guides and facilitates changes in organisations. Sometimes this includes large and complex changes, sometimes the changes are smaller, but not less important. The Business Analysis Achievement Award spotlights these achievements during a hybrid event.

BA Achievement Award winner in 2023:



Kasper Feys
Functioneel analist



Very excited to share that our team at Vinçotte has won the 2023#BAAchievementAward 🙌! Grateful for the recognition of our impactful work on the new customer portal, Vinçotte Connect. A big thanks to the team at Vinçotte and AE 🙏!

🙏 Thanks to BA & Beyond, IIBA® Brussels Chapter, IIBA NL, IIBA South Africa Chapter, DREAM event & #BASummitSA for the organisation and for championing the importance of #BusinessAnalysis!

2023-12-14 and 23

Online

BABOK Study Group 2024 - Information sessions



Free online session to learn more about the IIBA #BABOK Guide and our 6th BABOK Study Group.

IIBA® Brussels Chapter wants to foster awareness about the added value of business analysis for organisations. By promoting and facilitating the understanding of the BABOK®, we want to proactively contribute to the professionalisation of business analysis in Belgium. The more organisations will recognise this, the better the professionals will be recognised in their profession.

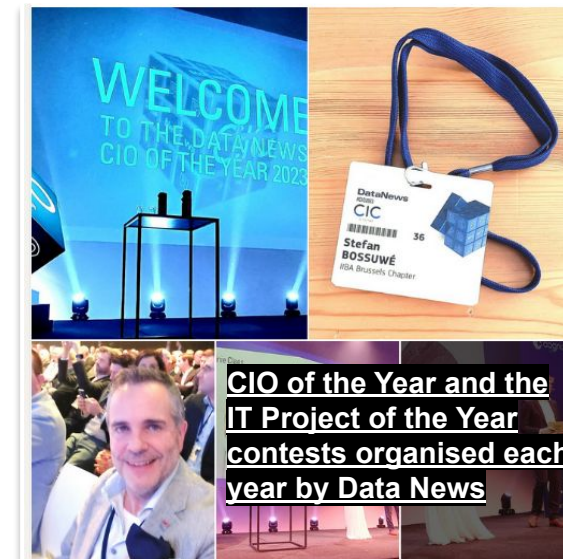
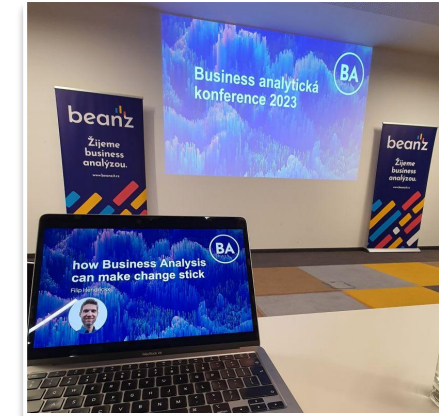
We do this by organising meetups for the BABOK study group.

Web page of the 2024 group:

<https://brussels.iiba.org/event/babok-study-group-2024>

Guest Events

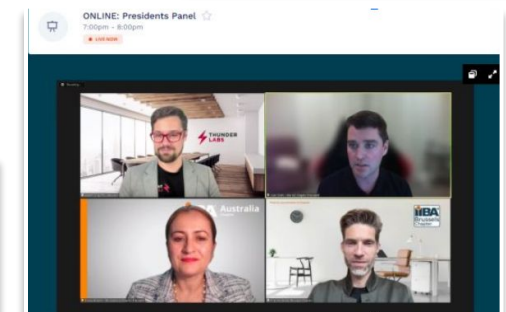
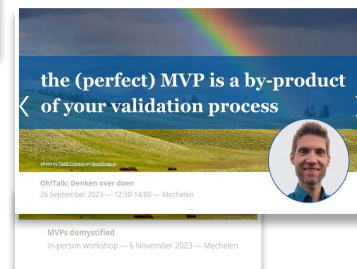
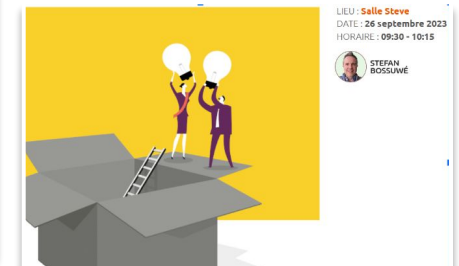
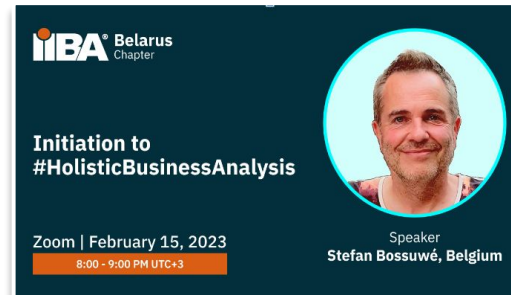
Different BA events which IIBA Brussels members contributed to 2023 Conferences and Special Events highlights



Note. Sometimes BAs represent the chapter, sometimes their own businesses, and sometimes they just visit an event.

Guest Events

Different BA events which IIBA Brussels members contributed to in 2023
Webinars, Workshops, Interviews, Publications, Meetups highlights



Note. Sometimes BAs represent the chapter, sometimes their own businesses, and sometimes they just visit an event.

IIBA Brussels Chapter Statistics Insights 2023

Visitors Demographics - top 5 locations

Brussels Metropolitan Area, Belgium · 353 (22.7%)



Antwerp Metropolitan Area, Belgium · 113 (7.3%)



The Randstad, Netherlands, Netherlands · 67 (4.3%)



Ghent Metropolitan Area, Belgium · 53 (3.4%)



Mechelen, Belgium · 45 (2.9%)



IIBA Brussels Chapter Statistics Insights 2023

Visitors Demographics - top 5 industries

IT Services and IT Consulting · 539 (34.6%)



Business Consulting and Services · 172 (11.1%)



Software Development · 110 (7.1%)



Financial Services · 68 (4.4%)



Professional Training and Coaching · 50 (3.2%)



IIBA Brussels Chapter Statistics Insights 2023

Visitors Demographics - top 5 job functions

Research · 411 (26.4%)



Business Development · 202 (13%)



Operations · 121 (7.8%)



Information Technology · 111 (7.1%)



Consulting · 67 (4.3%)



IIBA Brussels Chapter Statistics Insights 2023

Followers Demographics - top 5 job functions

Research · 394 (22.9%)



Business Development · 221 (12.9%)



Information Technology · 201 (11.7%)



Program and Project Management · 98 (5.7%)



Engineering · 94 (5.5%)



IIBA Brussels Chapter Statistics Insights 2023

Followers Demographics - top 5 locations

Brussels Metropolitan Area, Belgium · 215 (12.5%)



Antwerp Metropolitan Area, Belgium · 78 (4.5%)



Ghent Metropolitan Area, Belgium · 51 (3%)



Louvain Metropolitan Area, Belgium · 49 (2.9%)



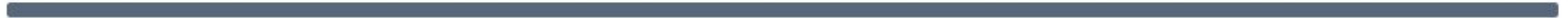
London Area, United Kingdom · 35 (2%)



IIBA Brussels Chapter Statistics Insights 2023

Followers Demographics - top 5 industries

IT Services and IT Consulting · 405 (23.6%)



Banking · 106 (6.2%)



Software Development · 101 (5.9%)



Business Consulting and Services · 96 (5.6%)



Government Administration · 71 (4.1%)

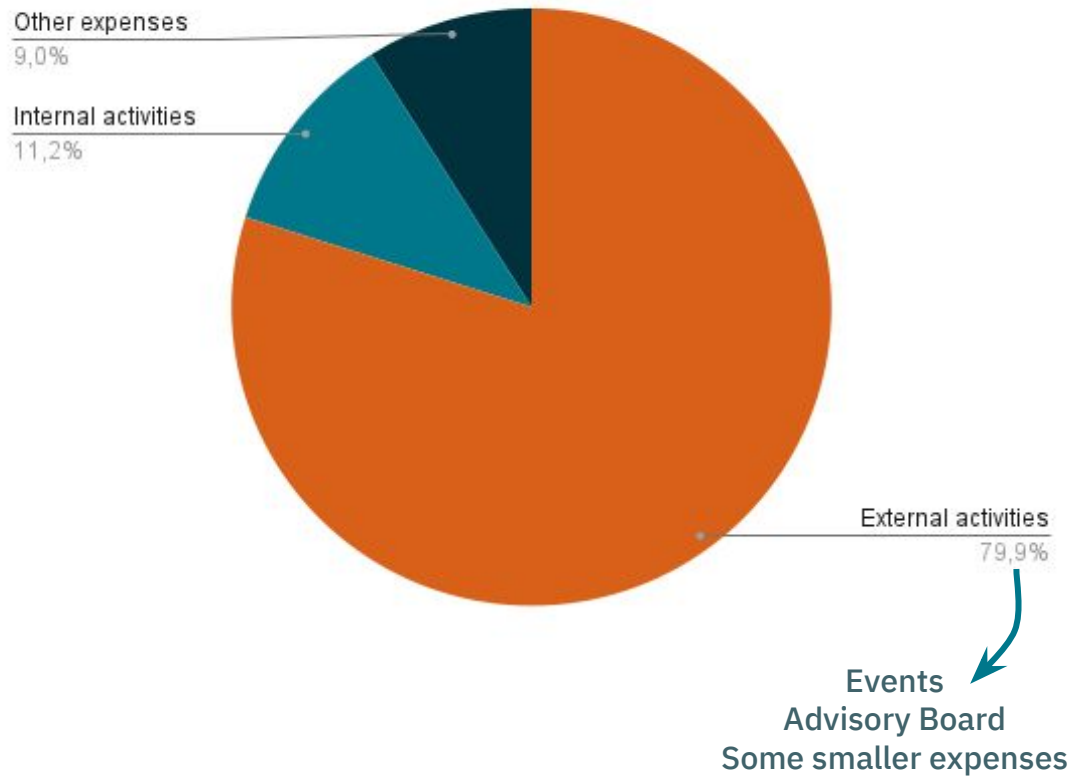


Financial Information

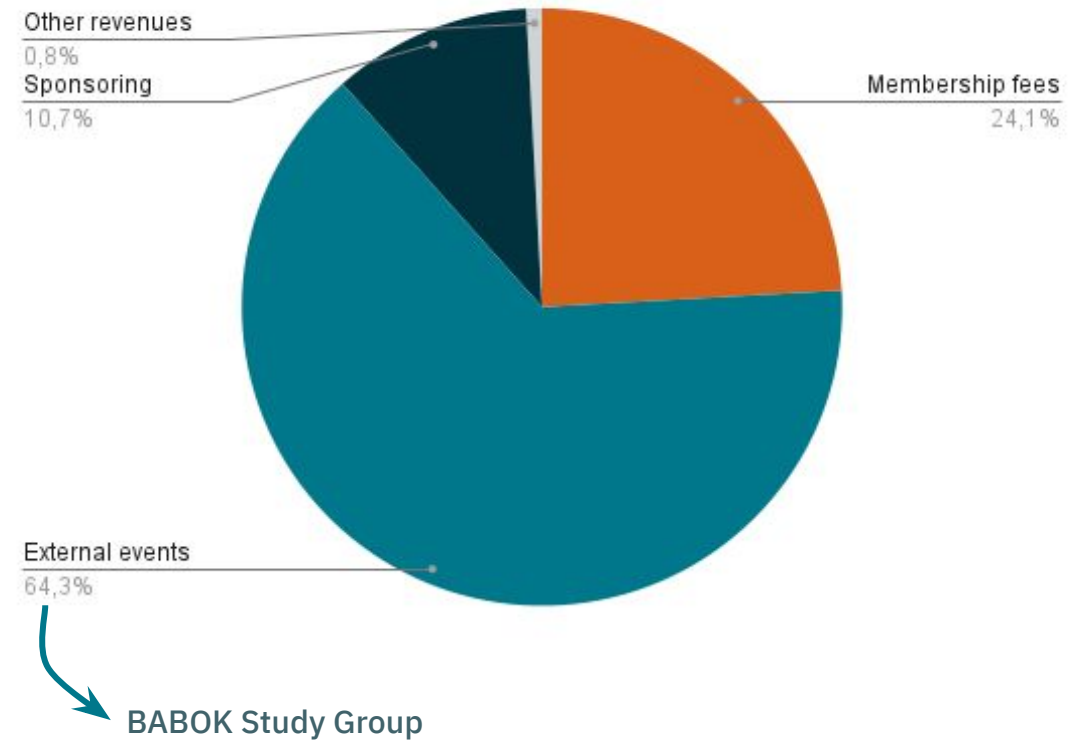
2023 Net Result: + € 3.953,55

2023/12/31 Cash Position: + € 11.068,40

Expenses



Revenues



2024 Preview

Already planned events and activities for 2024





Nikolaas - 2019



Bart - 2023



Filip - 2016



Stefan - 2010



Patsy - 2010



Liza - 2023



Robin - 2019



Ann - 2019



Ann - 2019



Kristof - 2019



Christiane - 2023



Iris - 2021



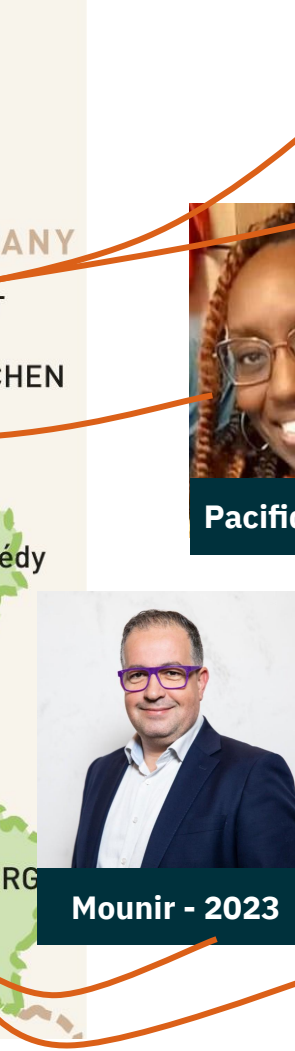
Tim - 2023



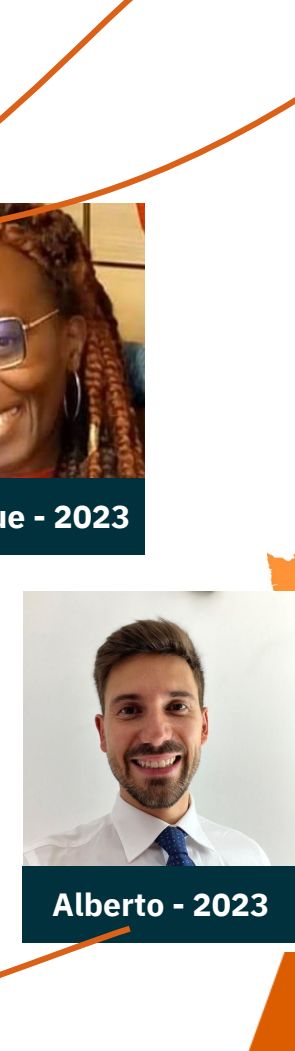
Nils - 2023



Pacifique - 2023



Mounir - 2023



Alberto - 2023



Branka - 2023



Credits

Created by
Elizaveta Ivankova

With the support of
Filip Hendrickx
Bart Verbeke

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brussels.iiba.org

Get in touch at

linkedin.com/company/IIBABRU



By IIBA® Brussels Chapter

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