

12 november
2024



Au-delà du Backlog

Visualisez l'Ensemble,
Construisez l'Essentiel

Thank you!



Today we welcome ... Filip!

Inspiring people as

- travelling speaker
- author
- trainer
- coach
- conference organiser

President @ IIBA Brussels Chapter

Visiting Professor @ VUB



Filip Hendrickx

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 in 160 countries



120

Chapters in 40 countries



500

Corporate, academic, institutional,
and training partners



1.500

Volunteers working together to build
and nurture the profession



IIBA Brussels Chapter

Belgium & Luxembourg



134
Members



70
Certification holders



1900+ LinkedIn followers



850+ Newsletter subscribers



20 - 50
Event participants each time



IIBA Brussels Chapter

Key Activities



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

10 YEAR ANNIVERSARY

2020

IIBA® | BRUSSELS CHAPTER

Congratulations from IIBA® on your 10th

Recognition :-)

2021 COMMUNITY OUTREACH & ENGAGEMENT AWARD

Brussels Chapter

2021 WINNER CHAPTER AWARDS

IIBA®

2023 MARKETING EXCELLENCE AWARD

Brussels Chapter

2023 WINNER CHAPTER AWARDS

IIBA® 20th ANNIVERSARY

2022 VOLUNTEER OF THE YEAR AWARD

WINNER

Filip Hendrickx

2022 WINNER VOLUNTEER AWARDS

IIBA®

2024 VOLUNTEER OF THE YEAR AWARD

WINNER

Filip Hendrickx

2024 WINNER VOLUNTEER AWARDS

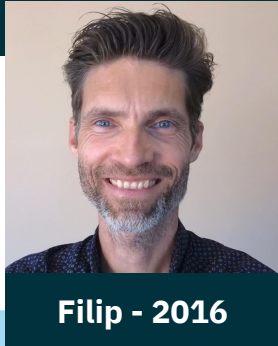
IIBA® Analysis Everywhere



Nikolaas - 2019



Bart - 2023



Filip - 2016



Stefan - 2010



Patsy - 2010



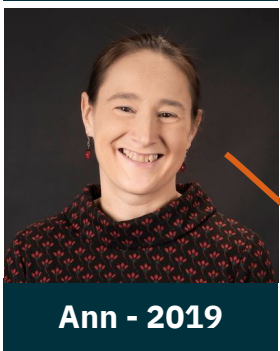
Liza - 2023



Robin - 2019



Ann - 2019



Ann - 2019



Kristof - 2019



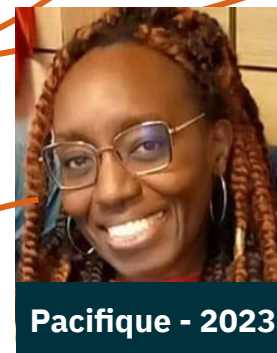
Christiane - 2023



Iris - 2021



Nils - 2023



Pacifique - 2023



Mounir - 2023



Alberto - 2023



Today we welcome ...
Amra!

Entrepreneur

Agoraz

“Talk the Walk and Walk the Talk !”



Amra Zidani

Au-delà du Backlog

Visualisez l'Ensemble, Construisez l'Essentiel

Introduction

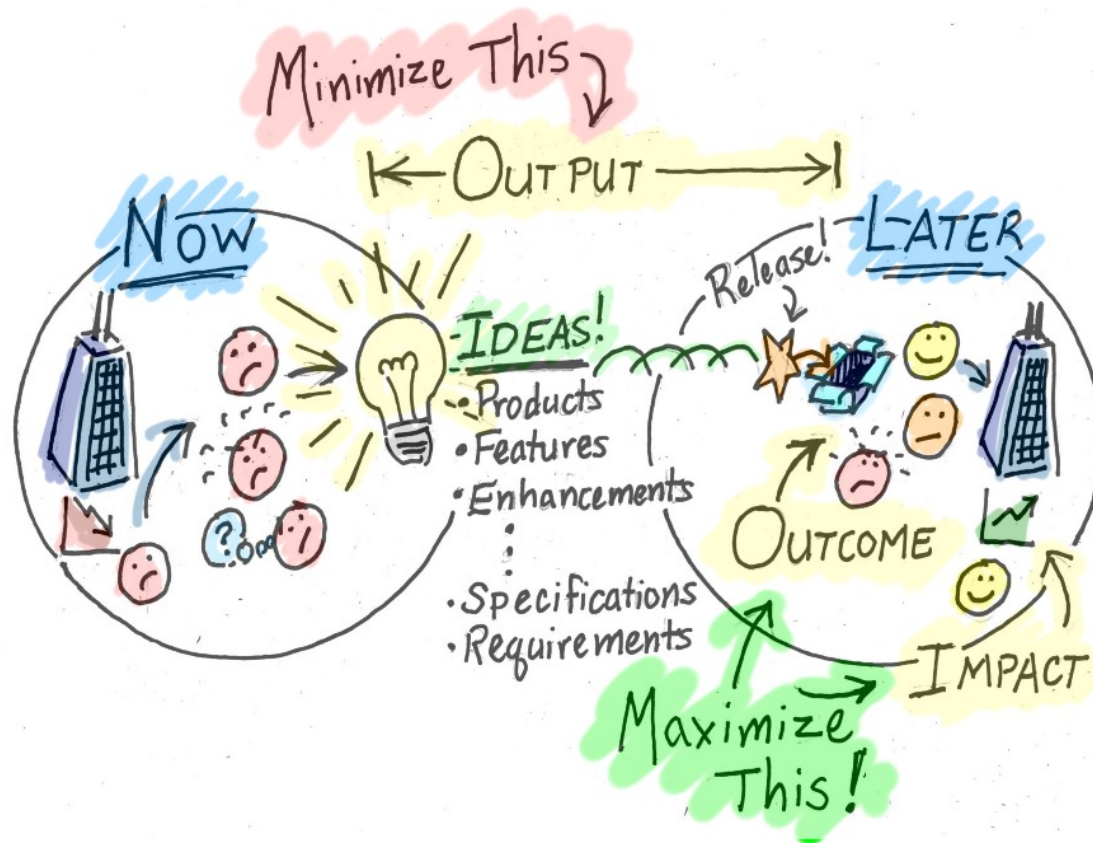
Complexity



Introduction

Continuous Business Transformation

AS-IS



TO-BE



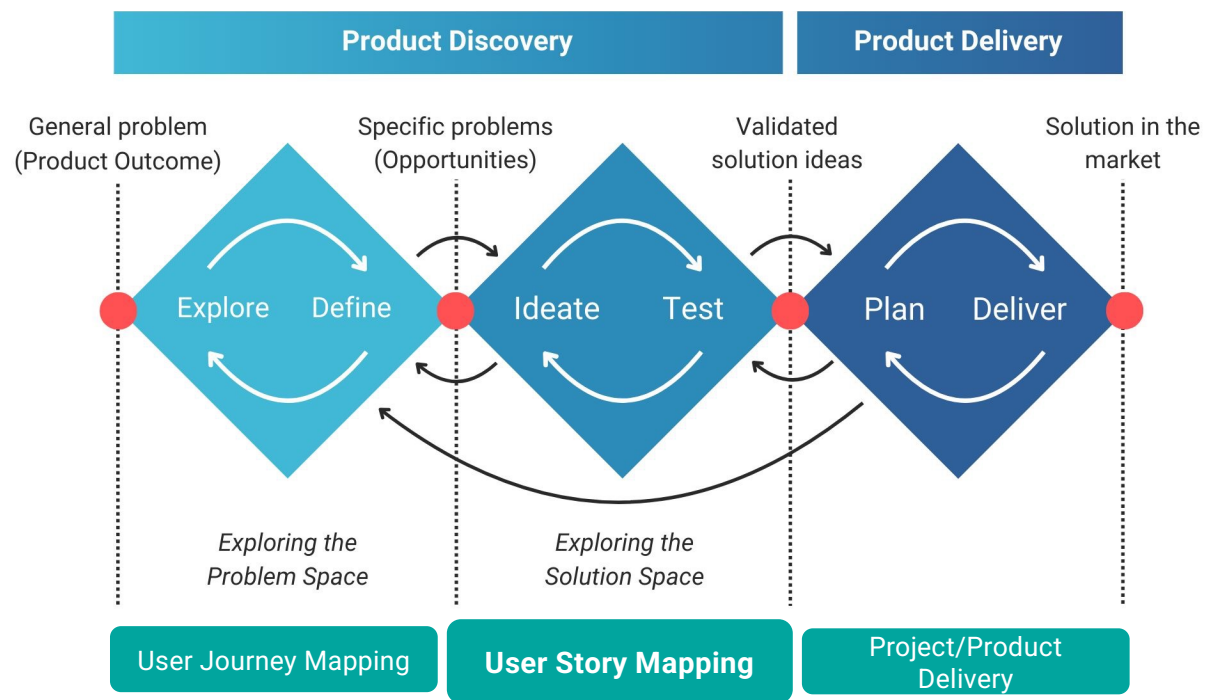
Introduction

Shared Understanding



Introduction

The Triple Diamond of Product Management



Introduction

Outcome Based Thinking (MVP vs MPP)

De ——— How **not to build** a Minimal Marketable Product Increment ———



1



2



3



4

No business value

——— How **not to build** a Minimal Marketable Product Increment ———



1



2



3



4

Architecture not reusable

——— How **to build** a Minimal Marketable Product Increment ———



1



2



3



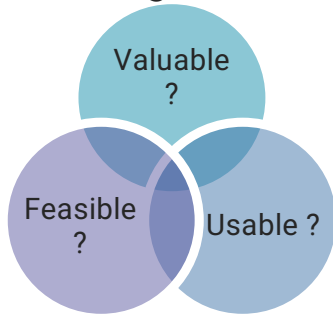
4

Value and architecture roadmap are aligned

Introduction

How to ?

1. Setup Cross Functional Backlog owners



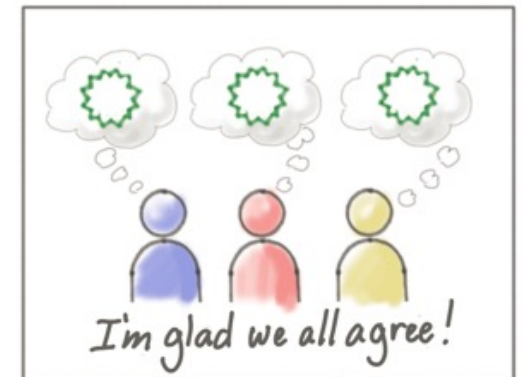
2. Visualize



3. Understand & Align



**3 dimensions under constraints
from each others**



Story Mapping

Workshop 1 – Morning Routine

Your alarm wakes you up and you need to get ready for work in an hour.



1. Think about the first thing you did this morning :

- Write it down.
- Write the next one
- Keep writing till the last

2. Organize your story

- Use a narrative flow: First I did this, then I did this and then I did that....

3. Distill Your Map to Make a Backbone

- Add more details if needed
- Aggregate Tasks into Activities, directed at a common goal.

4. Slice Out Task to Reach Specific Outcome (Identify all task relevant to a specific outcome)

- **Goal** : Get Ready in time despite the delay (only have 30 min remaining instead of 1 hour)



Story Mapping

Incremental and Iterative

Iterative



Incremental

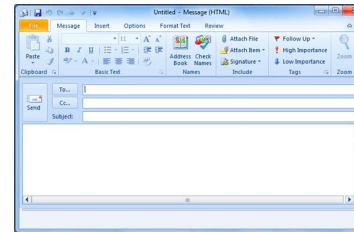
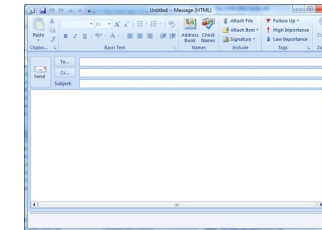
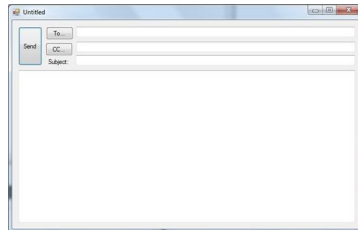
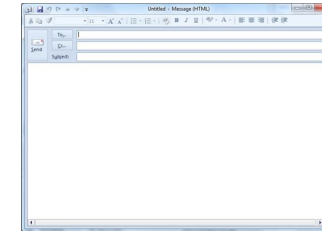
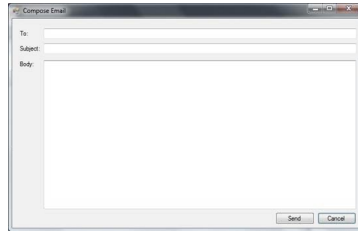


Iterative & Incremental



Story Mapping

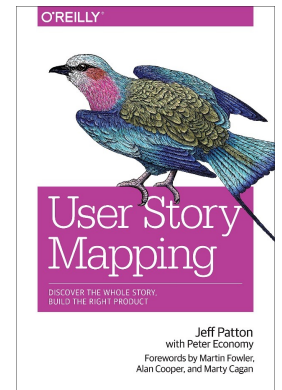
Incremental and Iterative



Story Mapping

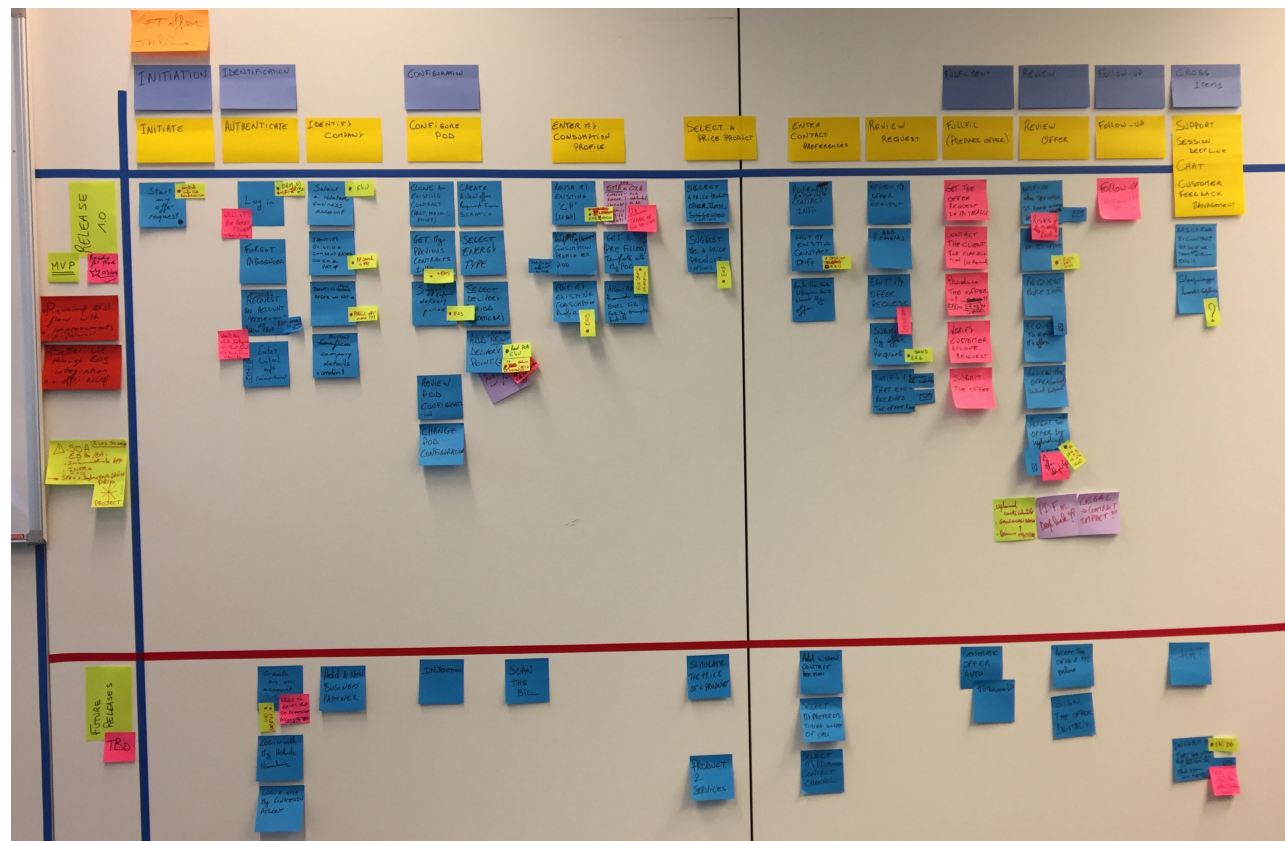
Why ?

- Creates a shared understanding and a shared ownership
- Easier to make decisions and prepare your game plan:
 - What to build ?
 - In which order ?
- Promotes a collaborative approach to generating your user stories
- Allows you to see the big picture in your backlog, It is a great visual alternative to traditional flat backlogs
- Useful model for discussing and managing scope
- Allows you to visualize dimensional planning and real options for your project/product
- Allow for Just In Time Specification



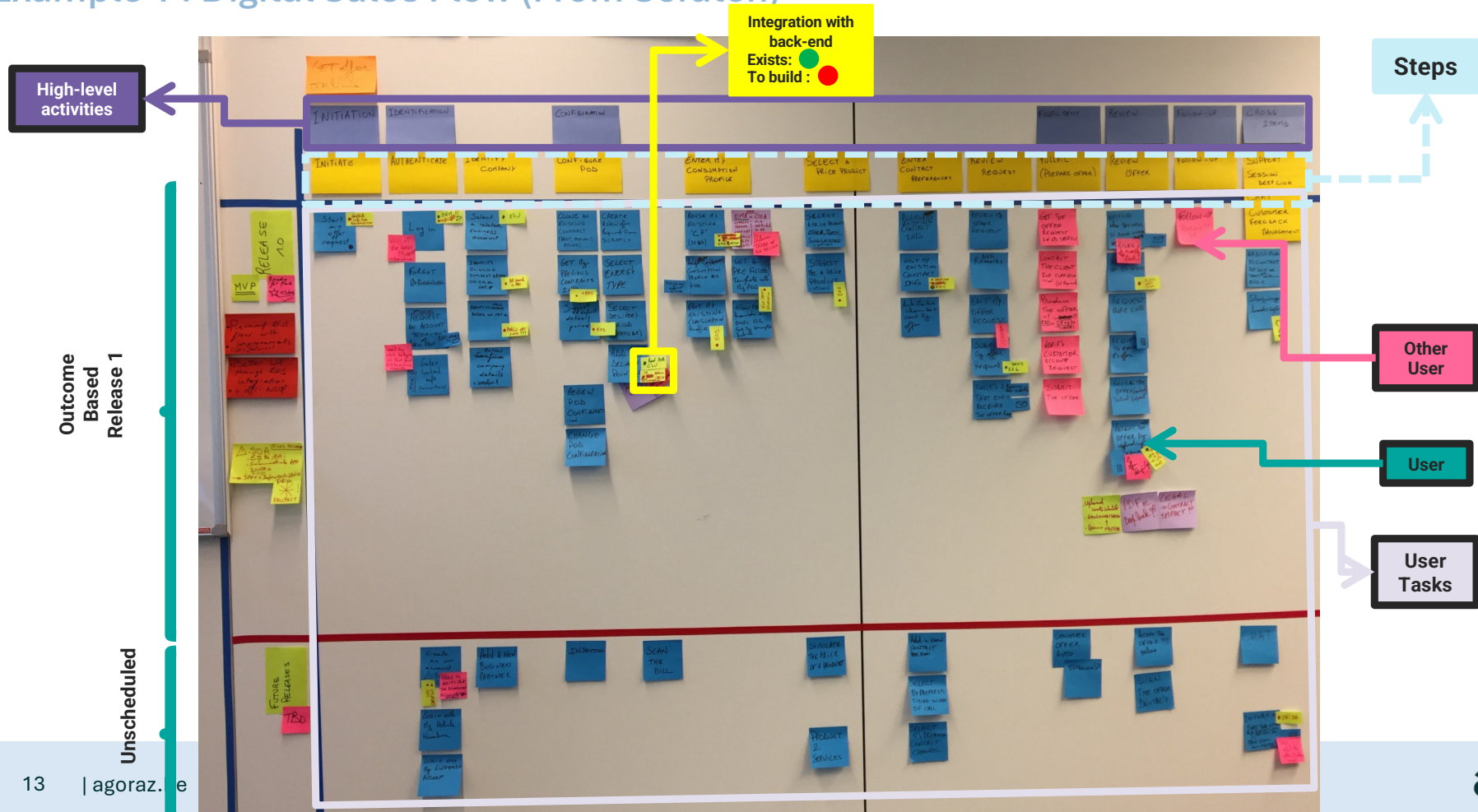
Story Mapping

Example 1 : Digital Sales Flow (From Scratch)



Story Mapping

Example 1 : Digital Sales Flow (From Scratch)



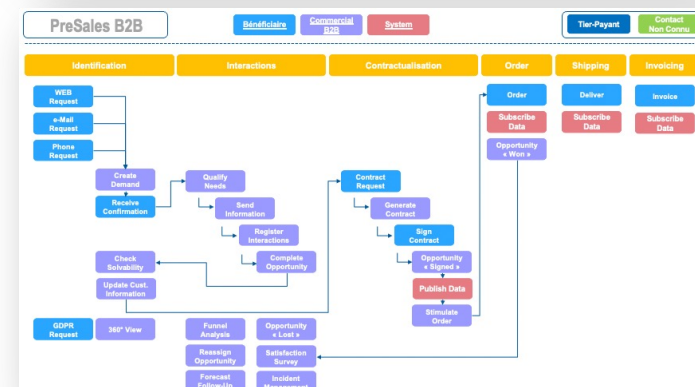
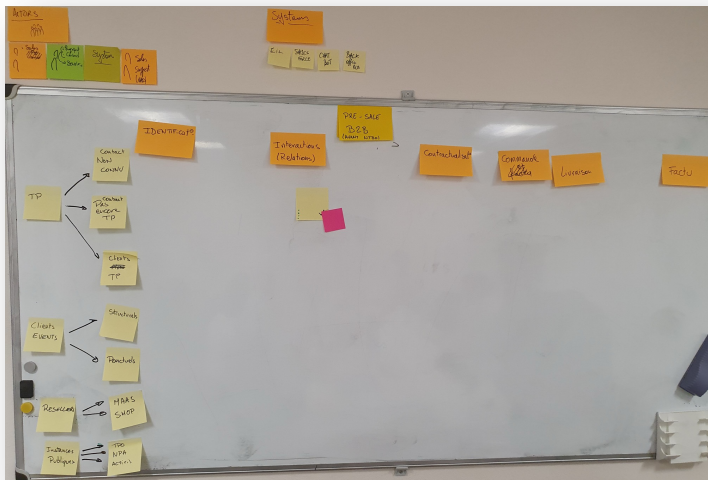
Story Mapping

Example 2 : AML Flow (Adaptations on a legacy product - Insurance)



Story Mapping

Example 3 : B2B Pre Sales Flow (Transportation) ➔ Backlog Revers engineering



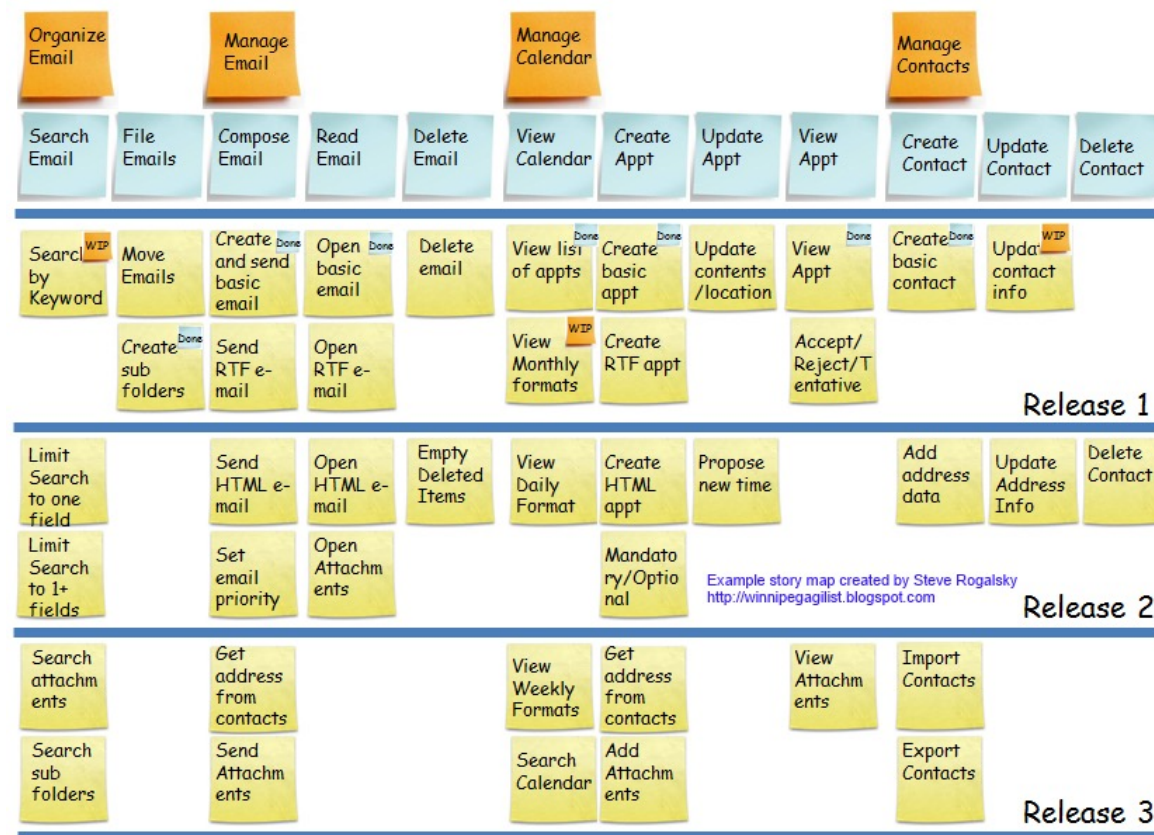
Story Mapping

Example 4 : Claims Transformation (Insurance) ➔ Backlog Revers engineering @ Feature Level



Story Mapping

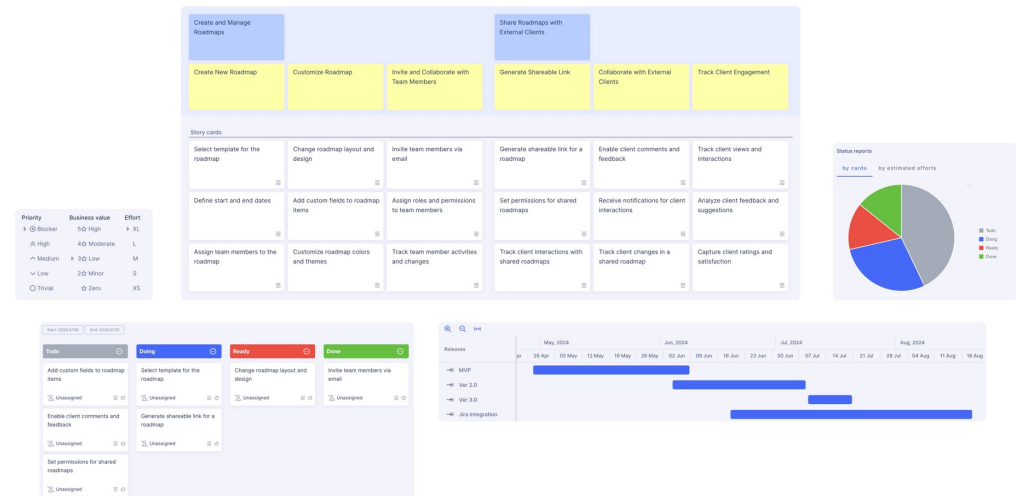
Example 5 : The email map



Story Mapping

Tooling

- Post-its (Choose a good brand 😊)
- General White Boards (Miro, Mural, ...)
- Specific solutions like storiesonboard.com
- Plugins to AzureDevOps or Jira
- ...



Story Mapping

Do and don't

Do:

- Bring the right people around the table
- Collaboration is key but difficult, be self aware and use facilitation
- Focus on the solution, not the problem
- Mix physical and digital
- Target Releases on audience and outcome

Don't:

- Loose the story and don't get lost into the details at the beginning
- Decompose features
- Map the whole product
- Model a flow chart
- Fill release buckets on capacity

*By definition : All models
are wrong but useful to
simplify the reality, be
flexible*

Merci !

Coming Up Next ...

Weekly BA Café

Informal chat

Each Friday at 12:30 - 13:30 CET

Online



No registration needed

Info at brussels.iiba.org/bacafe

BA Café Luxembourg

Innovation

13 novembre 2024

In-Person



Info and free registration at

brussels.iiba.org/events

BABOK Study Group

2025 Intro Session

14 novembre 2024

Hybrid



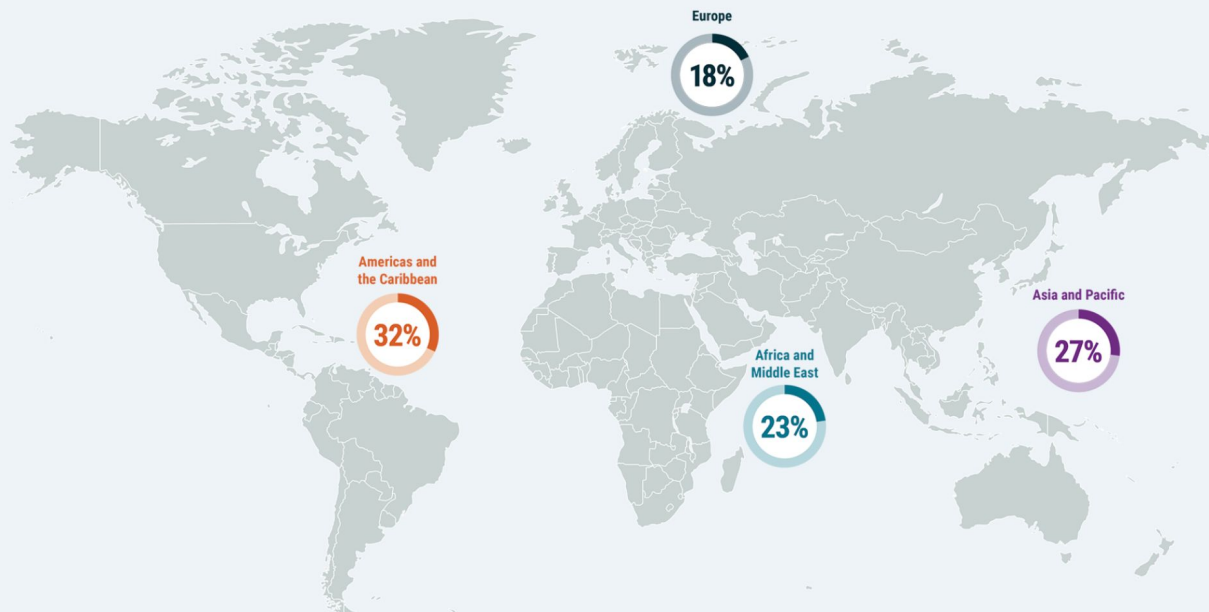
Info and free registration at

brussels.iiba.org/events

2025 Global State of Business Analysis Survey

The Diverse Business Analysis Landscape

Understanding the current state of the industry is key to navigating challenges. Explore the diversity of the report's respondents from around the world.



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