

THE 
PTIMISTIC
BA



SOFT SKILLS & WHY ARE THEY IMPORTANT
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Soft Skills vs. Hard Skills

Which skill set is most important?

Hard skills - 39%

Soft skills - 61%



2020 study on skills employers look for conducted by **zety**

Why is Communication Important to a BA?

- BA's communicate every day in several different ways:
- Verbal – In Person, Phone, Voice Mail
- Written – Document, Email, Text Message
- Listener- BA's must be skilled listeners



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THREE C'S OF COMMUNICATION

Concise

- Concise is using the fewest words to convey your point while being thorough

Clear

- The dictionary defines clear as easy to perceive, understand or interpret
- Clear works with concise in communication

Complete

The reader needs:

- All the information
- Understands what is expected of them
- The time frame for the action to be completed



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Elicitation Skills

- BA's need to be skilled negotiators
- Stakeholders sometimes don't cooperate
 - Sometimes it is unintentional
 - Sometimes it is on purpose
- What is a Stake-Boulder?
 - A stakeholder who will do anything to block a project they disagree with.
- Need to gain trust and confidence
- Conflict resolution



Managing Stakeholders

- Vice-Presidents
- Directors
- Managers
- Supervisors
- End Users
- BA's Teammates
- Other BA's
- Vendors



COLLABORATION

- Attitude
 - Set your ego aside
- Teamwork
 - Teams need a strong bench
 - Put the team first
- Flexibility
 - Pivot when asked for team's best interest
 - Help other team members

Leadership

- The BA is in a better spot to be a leader than upper management
- BA's are naturally curious and know how to ask questions
- BA's encourage people to ask questions and share their needs
- BA's need to have a positive and calm demeanor
- Senior BA's need to be a leader plus a mentor and a trainer/coach



Key Takeaways

- Soft skills are the most important skill for a BA
- Get to know your stakeholders and customers as people
- Collaborate with your team and have an “athlete’s mindset.”
- Manage your stakeholders based on their level as to how much detail to disclose
- Follow the Three C’s of Communication



QUESTIONS



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THANK YOU!

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REFERENCES

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