

CONTINUOUS LEARNING

NEXT 18 MONTHS INVEST IN A SKILL

ARE MY SKILLS UP TO DATE?? WHAT'S NEW

IS SME IN A TECHNOLOGY READ OR GENERALIST BA WILL CONTINUE?

WHAT IS TECHNOLOGIST? ARE YOU A SPECIALIST? HOW TO BECOME TECHNOLOGY SPECIALIST?

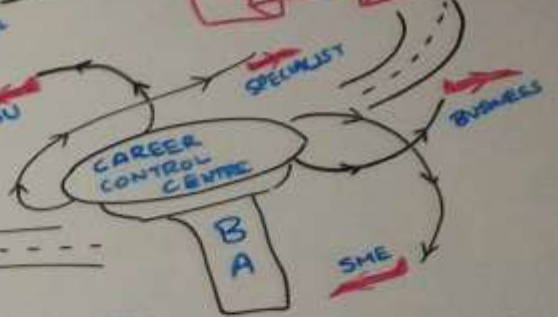
GENERALIST OR SPECIALIST ANALYSIS SKILLS

TECHNOLOGY DOESN'T IMPROVE, PRODUCE SME IS MUST

IS SME READ OR GENERALIST BA WILL CONTINUE?



MORE TECHNOLOGY + EMOTIONAL INTELLIGENCE



GRAD  
DEVELOPER  
BUSINESS

I WANT TO BECOME A BA

SERIAL SPECIALIST EMERGING !!

JUST BE A BA  
WE JUST WANT YOU TO DO THIS...

BA

UK I WANT SPECIALISTS  
NZ I WANT GENERALIST

RECRUITER: I WANT BA TO

- DO FINANCIALS
- BE SOLUTION ARCHITECT
- BE PRODUCT OWNER
- BE SME
- BE A SPECIALIST
- BE A DIGITAL BA ??

DON'T WORRY ABOUT IT, RECRUITER TEAM IS WORKING INTO IT!

BA: WHAT DO YOU WANT FROM ME ???

+

I'M A GREAT BA BUT NOT SME IN THE DOMAIN

- \* CORE ANALYSIS SKILLS
- \* AGILE OR
- \* CERTIFICATIONS
- \* CHOOSE RIGHT APPROACH
- \* LEARNING CURVE

LEARNING GENERAL SKILLS

2016

2026

WHAT'S TRENDING IN BA?