



# Effective PM and BA Role Collaboration: Delivering Business Value Through Projects and Programs Successfully

By Ori Schibi, Cheryl Lee

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This innovative guide shows how the business analyst (BA) role can be executed in collaboration with the project or program manager (PM) role to produce higher quality products, requirements, and success rates, with solutions that deliver business value and products and services that better satisfy stakeholder needs. It evaluates the PM and BA roles current contrasting perceptions and defines the roles they should fulfill.

### KEY FEATURES:

- Applies concepts that are aligned with the *PMBOK Guide*, *BABOK* and the PMI-PBA and CBAP/CCBA Certification exams
- Provides proven concepts and approaches for developing functionally harmonious partnerships between the PM and BA roles, within their own context and specific challenges, that are maintained from the business case to post-project evaluation
- Addresses the challenges associated with these role definitions, overlaps and gaps between the PM and BA roles, and introduces collaboration techniques to improve resource allocation, efficiency, and effectiveness in projects and the organization
- Illustrates the flow of work and responsibilities between the PM and BA through both the project and product life cycles
- WAV offers downloadable checklists for determining Agile suitability, PM and BA role collaboration areas, a variety of requirements elicitation and management checklists, and other tools, **available from the Web Added Value Download Resource Center at [jrosspub.com](http://jrosspub.com)**

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- Rank: #3209135 in Books
- Published on: 2015-09-22
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.00" w x 6.10" l, .0 pounds
- Binding: Hardcover
- 368 pages



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### Editorial Review

#### Review

Many have struggled with the overlap between the PM and BA roles on a project. This is a book every BA and PM should read with a highlighter in hand. --**Kevin Aguanno**, PMP, PMI-ACP, CSM, FPMAC, Agile Project Management Pioneer and President, Genxus

The combined power of the PM and BA roles comes to life in this unique and ground-breaking book. Finally, we have a road map that takes the power of these two practices and pulls them together for the benefit of all. --**David Barrett**, National Program Director, Schulich Executive Education Centre

#### From the Inside Flap

**KEY FEATURES:** ☐ Applies concepts that are aligned with the PMBOK Guide, BABOK and the PMI-PBASM, CBAP/ CCBA certification exams ☐ Provides proven concepts and approaches for developing functionally harmonious partnerships between the PM and BA roles, within their own context and specific challenges, that maximizes the business value these roles can produce, and ensures the partnerships are maintained from the business case to post project evaluation ☐ Addresses the challenges associated with the role definitions, overlaps and gaps between the PM and BA roles and introduces collaboration techniques to improve resource allocation, efficiency and effectiveness in projects and the organization ☐ Illustrates the flow of work and responsibilities between the PM and BA through both the project and product lifecycles ☐ Offers downloadable checklists for determining Agile suitability, and PM and BA role collaboration areas, a variety of requirements elicitation and management checklists, and other tools at the J. Ross Publishing website

#### About the Author

**Ori Schibi** is President of PM Konnectors, a Toronto-based privately held corporation. This author and speaker is an instructor and part-time professor, Project Management Professional (PMP), and certified PRINCE2 (Practitioner), with an MBA from York University. He co-founded the PMI Southern Ontario Chapter Business Analysis Community.

Ori is a thought-leader and subject matter expert with over 25 years of experience in driving operational and process improvements, software implementations, and complex programs to stabilize business, create growth and value, and lead sustainable change. An underlying theme in Ori's work is value creation through establishing collaborative relations between business and IT and with customers, bridging gaps and building partnerships, and getting teams to focus on the main goals of creating value and customer satisfaction.

In addition to the success of his consulting and training work, Mr. Schibi's book, *Managing Stakeholder Expectations for Project Success* (2013) was recognized as a publication that *significantly advances project management knowledge, concepts, and practice*; and was nominated for PMI's coveted 2013 David I. Cleland Project Management Literature Award.

**Cheryl Lee** is a Certified Business Analysis Professional (CBAP), Professional in Business Analysis (PMI-PBA) and Project Management Professional (PMP), with an Honors Bachelor of Science Degree from the University of Toronto.

As a highly experienced business analysis and project management practitioner and trainer, Cheryl has

mastered the ability to harmonize the PM and BA roles in order to deliver seamless and successful implementations. She has conducted multiple public webinars and presentations at conferences, local colleges and universities, and co-founded the PMI Southern Ontario Chapter Business Analysis Community, the first Business Analysis Community within a PMI chapter, with her co-author Ori Schibi.

## Users Review

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#### **Mary Olive:**

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