



ADAPTIVE US INC

2018 September Newsletter

News and Views from the World of Business Analysis

2018 SEPTEMBER

IN THIS ISSUE

Welcome to the World of IIBA® AAC Certification

by Ananya Pani, CEO, Adaptive US Inc.

I am extremely delighted to know that our editorial team is ready with our 3rd edition of Adaptive newsletter for Sep 2018.

In our last newsletter, I had informed you that Adaptive will be launching the new Agile Analyst Certification products.

I am delighted to inform you that our 3 key products, Agile Analysis Certification Study Guide, Question Banks and Instructor Led Trainings are launched, and you can buy these products on our web-site.

We are happy to announce a key strategic partnership for Adaptive, UPotential. UPotential helps women professionals to get back to work.

We consider diversity and inclusion as one of our key priority. You will be happy to know that close to 70% of our workforce is women and 40% of the workforce joined us after a significant gap in their work career.

Our Chief Editor, Sonal, brings in the stories from our team members who joined the workforce after the large gap.

I am also happy to announce a very attractive affiliate referral program. We already have some highly respected companies signed up with us as affiliates. Bridging the Gap, Global Institute for IT Management are few among

the early affiliate partners. Please explore <https://AdaptiveUS.com/affiliate>

In this newsletter, my colleague LN has explored how agile extension extends agile principles to the organization level from project level.

My colleague, Fathima, discusses a mind-map for agile business analysis techniques. Agile Extension to BABoK introduces many new interesting techniques which can be used by analysts.

As I sign-off, I would like to thank all our customers, partners and each and every member of Adaptive for all the amazing support which has helped us to become the World's most preferred IIBA® certification training provider.

ABOUT ANN

Ann is the Co-founder and CEO of Adaptive US. She is the corner stone for our fanatic obsession with our customer success.

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Expanding Agility to the Enterprise Strategy

Today, most organizations understand the value agility can bring to the organizations. Organizations are able to respond to changing customer preferences and changing technology landscape by following agile approach.

[Read on...](#)

Page 2

Success Guaranteed IIBA Agile Analysis Certification Training

Take advantage of World's first Success Guaranteed IIBA AAC training. Up to \$350 cashback [Read on...](#)

Page 3

Agile BA Technique - Mind map

Discover how Agile analysis techniques relate to each other [Read more](#)

Page 4

True Stories of Career Comebacks

Adaptive truly believes in woman empowerment. Read real life stories from our star performers who made a determined comeback. [Read more](#)

Page 5

Upcoming Adaptive Workshops and Webinars

Be a successful IIBA® certified BA with Adaptive's success guarantee workshops. [More here](#)

Page 6

Extending Agility to the Enterprise Strategy

Today, most organizations understand the value agility can bring to the organizations. Organizations are able to respond to changing customer preferences and changing technology landscape by following agile approach.

Unfortunately, most agile approaches and frameworks such as Scrum are pretty much focused on at project and solution delivery. No organization is going to be successful just by having agility at project and delivery level without having agility at strategy level.

Agile Extension to BABoK fulfils this gap. Agile extension to BABoK emphasizes the fact agility is lot to do with change of mindset of stakeholders. The key values agile mindset espouses are

- Respect for people and the importance of creativity in delivering value,
- The importance of rapid delivery, feedback, and learning to ensure the product or service being produced meets real customer needs,
- Collaboration and communication among the team members and the stakeholder community to build shared understanding, and
- Break work into small slices of business value and deliver them incrementally and iteratively.

Strategy horizon

The emphasis in strategy horizon is to assess changes in the external and internal environments of the organization and then identify suitable initiatives for the organization. The time frame for strategy horizon is few months to few years. Depending on the stability of the environment, organization should determine right amount of duration for the strategy horizon.

Initiative horizon

Initiative horizon's focus is the initiative, which may contain one or more projects. The initiative horizon's focus is assessment and



planning of features those should be implemented on priority. These features must add significant value to organization in

the least possible time and cost. Typically, initiative horizon focuses between few weeks to few months.

Delivery horizon

Delivery horizon's focus is the solution delivery. The delivery horizon's focus is implementation of features identified in initiative horizon. Typically, delivery horizon's focus is limited to few weeks.

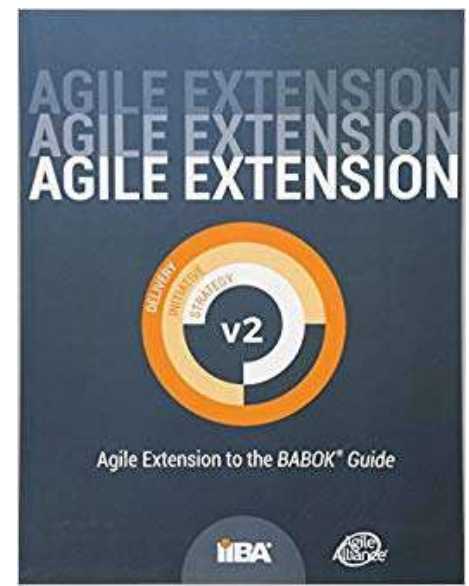
For more resources on IIBA Agile products from Adaptive US, please visit

AdaptiveUS.com/aac

ABOUT LN

LN Mishra is the Principal Business Analyst and Trainer at Adaptive US. LN has a keen interest in understanding the technology landscape and how it can be utilized by organizations to serve their customers.

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Success Guaranteed IIBA Agile Analysis Certification (IIBA AAC) Trainings

by Sonal Singh, Chief Editor

The much-awaited Agile Analysis Certification (AAC) was launched by IIBA in the month of June 2018. As more and more organizations are adopting agile processes, it is becoming imperative to have business analysts with professional knowledge and skills in agile analysis. This is to minimize the chances of failure of agile projects due to lack of knowledge or skills. IIBA-AAC, will help expand the BA professionals' knowledge and skills in agile analysis.

Earning this certification provides potential employers, a clearer indication of the competencies that one has developed.

To ease the process of preparation for the certification, [Adaptive US](#) has introduced several products to aide professionals.

IIBA-AAC Training

The first session success guaranteed of the online training workshop for the AAC exam will be conducted in November 2018. If you want your name in the successful list of certified professionals, join us at our Success Guaranteed [AAC training](#) [Adaptive US Calendar](#).

We have different plans to suit your requirements. Please visit [AAC Session Plans](#) to view more details about the plans. Register free on our learning portal – [AdaptiveUS.com/Suxeed](#) to access sample Study Guide, Question Bank, and various other learning materials.

IIBA AAC Question Bank

IIBA [AAC Question Bank](#) is an indispensable product for all aspirants of the IIBA AAC exam.

Some key features are-

- Based on [Agile Extension to the BABOK® Guide](#) for AAC exam preparation
- Modeled as per [IIBA guidelines](#) for AAC examination



- 200 chapter-based questions on Agile Domain
- 2 Full-length AAC certification simulators (Each with 85 questions)
- Unlimited attempts and analysis reports
- Compatible on all devices
- Useful mnemonics
- Guidance on examination process and tips for exam

To make life easier, products like [IIBA AAC Bundle Pack](#) (Study Guide + Question Bank), [Self-Learning Pack](#) (Study Guide + Question Bank + Flashcard) have been created. Several articles, with information about the IIBA-AAC exam pattern, exam, can be accessed on our website- [Adaptive US Blogs](#).

IIBA AAC Study Guide

The IIBA AAC Study Guide is a great product by Adaptive. It will make the certification preparation much easier.

Some key features are-

- Explains IIBA Agile Extension in simple English
- Information summarized in study tables

ABOUT SONAL

Sonal is a professional writer and content marketing professional. She has worked extensively in the field of human resources in the UK. She leads digital content development activities at Adaptive.

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FACTS ABOUT ADAPTIVE

World #1

IIBA® V3 Certifications

445

Current successful IIBA® certification holders

250

Current successful CBAP® certification holders

3000+

Business analysts trained

250+

Workshops completed

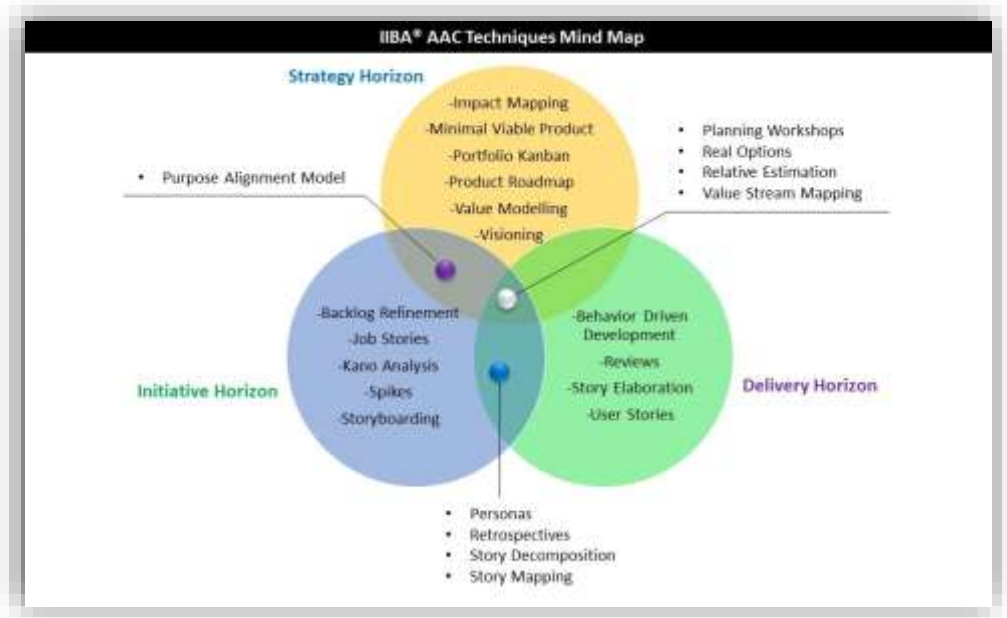
10%

Global ECBA Market Share

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Register free today for 300 IIBA exam questions, sample videos and sample study guides!

WEBSITE
AdaptiveUS.com/SuXeed



IIBA® AAC Techniques Mind Map

by Fathima Suhair, BA, Adaptive US

Possessing an arsenal of techniques and knowing when and how to apply each technique will help a Business Analyst immensely in carrying out his/her work efficiently and effectively. Selecting the right technique for a particular situation can be challenging at times. To obtain the desired outcome, a BA makes use of his/her domain knowledge, experience, individual competencies, and creativity.

Several techniques can be employed successfully in a particular context. While the techniques described in the BABOK® Guide are intended to cover the most common and widespread techniques practiced within the business analysis community, the techniques described in the Agile Extension to the BABOK® Guide are intended to cover the most common and widespread techniques practiced within agile business analysis.

The *Agile Extension to the BABOK® Guide* clearly covers techniques that an Agile Business Analyst Practitioner can make use of for various purposes like communication, understanding customers, process analysis, product management/refinement, requirements management etc.

An Agile BA Practitioner can use techniques like backlog refinement, planning workshops, portfolio Kanban, retrospectives,

visioning and reviews for **communication**. For **process analysis**, impact mapping and value stream mapping works well. For **product management/refinement**, techniques like minimal viable product, product roadmap, purpose alignment model, real options and Kano analysis can be used. For **requirements management**, techniques like behavior driven development, job stories, relative estimation, spikes, story decomposition, story elaboration, story mapping and user stories can be used. Techniques like personas, storyboarding and value modelling helps in **understanding customers** better.

Through this mind map, I have shown the techniques that can be utilized in each of the horizons discussed in *The Agile Extension to the BABOK® Guide*. Hope this serves as a starting point to help you decide which technique works best, considering the horizon that you are working in.

ABOUT FATHIMA

Fathima is a Business Analyst and Trainer at Adaptive US. She is engaged in establishing and maintaining Adaptive's learning management platform, SuXeed.

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True Stories of Career Comebacks

by Editorial team

There are many challenges women face when they return to work. The most important amongst all is needing more flexibility at work. At Adaptive, we believe that women shouldn't have to leave a career they love to live a life they love. Creating an inclusive workplace is a priority.

Here are some true stories from 'working moms' at Adaptive US.



My education career (was pursuing Ph D) stopped when my son born and completely relocated to Bangalore. Being an ambitious person, I thought that my career has come to a standstill and will not get any job. As it's said, every cloud will have a silver lining and indeed ADAPTIVE came as a silver line in my life and gave me an opportunity to jump start my career. LN has been very supportive during learning time and is a great mentor till today. Many policies like working from home, kids to workplace are helping us to maintain work-life balance. My heartfelt thanks to ADAPTIVE and wish for greater success in future.



After the birth of my two boys, I took a break from paid work (full time motherhood after all is an unpaid, many a times unappreciated, work). After my boys grew a little, I felt I had a few hours every day which could be utilized towards activities unrelated to home and family. I wanted to be available to my kids at all times and so Work from Home was the best option.

Working with Adaptive has given the much-needed flexibility. The work timings, schedules and pressures are according to my comfort level. Working at Adaptive has been career wise the beginning of a second innings. It does give a feeling of fulfillment to be working again and yet not neglecting my responsibilities as a mother. Thanks, for the opportunity.



Being a mother is an exciting and perplexing phase in a woman's life. Several thoughts run through the mind, the most important of which is whether you will be able to manage a career & responsibilities that come with being a mother. Some choose to take a full time break and focus on the newborn while others return to work post their maternity leaves. This can result in mixed emotions and anxiety of not being able to spend adequate time with the little one. It is at this point that I would like to thank Adaptive US for providing moms with the opportunity to work from home. I got back to work when my little one was 1.5 months and it gives me immense pleasure to think that I was able to juggle work and my new-found responsibilities. It was quite a challenge but with supportive colleagues in a women friendly organization, I was able to sail through tough times. My child is over a year old now and I am happy that I was able to be there with him as he progressed from one milestone to another without having to compromise on my career. Thanks, Adaptive US for this wonderful opportunity.



This is the first company I started a career even though there was a long gap after my post-graduation. Adaptive US always made me feel like I was a part of something special and that I was important to them to help achieve company's goals. People here are always approachable right from across teams till CEO. Working here is more flexible and felt really good especially for mothers like me. The family feeling that surrounds all of us here at Adaptive US carries over into our private lives as well.



Adaptive provided me with the work from home opportunity, which allowed me to pursue my career while not neglecting my responsibilities as a mother. I am blessed to have a great and supportive organization and family. Despite working from home I get the opportunity to work with latest technology. This makes my job interesting and challenging, while keeping me abreast with technology, which is essential as a techie.

Adaptive has given me a career to be proud of. I always have time for myself, my family, and my work.

Upcoming Webinars and Workshops

by Editorial team



Adaptive US and Bridging the Gap Agile Analysis Certification

Tuesday, October 22nd, 10 AM to 11 AM ET

Adaptive US BABoK® V3 Brown Bag

Get an overview of BABoK from an expert always makes it easier to understand and apply BABoK to one's work environment. Get your doubts on BABoK clarified.

Thursday, October 11th, 12 Noon – 1 PM ET (New York Time)

Sunday, October 28th, 12 Noon to 1 PM ET (New York Time)

Sunday, October 28th, 5 PM to 6 PM AET (Sydney Time)

[Register now!](#)

On demand Webinars

Visit AdaptiveUS.com/Webinars to watch our previous webinars.

Success Guaranteed IIBA® Certifications Prep Workshops

	ECBA™	CCBA™	CBAP™	IIBA® Agile Analysis Certification
October (Both US and APAC)	6, 7, 13, 14, & 28	6, 7, 13, 14, 20 & 28	6, 7, 13, 14, 20, 21, 27 & 28	
November (Only US)	3, 4, 10, 11, & 26	3, 4, 10, 11, 17 & 26	3, 4, 10, 11, 17, 18, 24 & 26	3, 4, 10, & 11
December (Only US)	1, 2, 8, 9, & 23	1, 2, 8, 9, 15 & 23	1, 2, 8, 9, 15, 16, 22 & 23	

[Register now!](#)

Happy to talk

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