



What Kind of BA Do You Want To BE?



Be a BA w/ a PO, like a Professional Golf Caddy is to a Pro Golfer!

Keep the team from going round and round, over and under, and help them GO THROUGH!

Keeper of the Clubs - Keeper/Definer of User Value

- Selects analysis techniques for the PO, pulls them out, drafts them, cleans them, and shows the value of each to the PO
- Knowing when a technique is not working and putting it away
- Knowing what technique the PO will go for

Dress the part - Mimic Good Product Ownership Behavior; Lead By Example

Act like a PO, be professional, think like a PO

Know the basics of golf - Know The Responsibilities of Product Ownership

Know the basics of the business and technology

Pre-round Prep - Prep and Plan The 3 horizons planning (now, soon, later)

- Increment planning
- Prep for meeting you and the PO host
- Be ready for other stakeholders and the team to resist

Golf Course Knowledge - Know The Users, Goals, Business

Know the team, know the organization, know the politics

Careful where you stand - Actively Look For, Flag, and Plan For Risks

- Know when the PO needs to lead and let them
- Know when you need to step in
- Know when they need help, even when they don't ask for it

Keep up pace - Set The Cadence For The Team and Have The Backlog Ready

No PO wants to wait for the top priority item (pull it up in the backlog), pace with the POs priorities!

Silence is golden - Use Silence Strategically

- Collect input from the team and PO (instead of forming your own opinions)
- Know when to let silence be, when your PO needs time to think, and time to make a decision

Be ready with the clubs - Tee Up Decisions For The PO

- Decisions at all levels of detail
- Be ready with analysis techniques at any time
- Be ready with "ready" stories and working software for them to review

Advice on club selection - Provide Options & Rationale For The Options

- Give them advice on prioritization, splitting and increments
- Help them understand tech debt

Eye on the ball - Remind The Team of The True Product Vision Constantly

- Keep your eye on the outcomes the PO needs, the results, the user value and how its measured
- Be the voice of this value to the team

Know the distance - Continue To Adjust Team's Expectations

- Remind them of what is coming up and planned in the near future, and later
- Understand the team's estimates and recommend increments and story splits. Story Splits are the shots it takes to get the ball on the hole.

Keep it clean - Continuously Update/Adjust Roadmap and Backlog

- Keep the backlog clean and organized, readable and transparent to the PO AND others
- Keep the backlog user and value focused, not technical tasks
- Adjust the backlog from what you and the team learn as you work

Fix Divots and ball marks - Prioritize Bugs and Tech Debt

- Help the PO understand the value impact of bugs and tech debt
- Help the team understand the business risks, and user value

Rake it up - Be The BA Who Knows Its Okay to Fail

- Help the PO change direction and learn from mistakes
- Embrace failure as learning

Tend to the pin - Define and Track Metrics

- Help the PO see which goals have been achieved
- Measure and align to the sprint goal; outcome metrics

Keep it positive - Set a Tone of "Continuous Accomplishment" For The Team

- Look back at how far the team has come with the metrics overall for the outcomes, a little each sprint goes a long way
- Learnings - See what you have learned!
- When things get tough remind the PO and the team of the vision and stay positive