



The Business Analyst Storyteller







Good stories are not hard to find, they are hard to tell.

## Storytelling

- sto·ry·tell·ing
- stôrē teliNG/
- Noun

the activity of telling or writing stories.

- "the power of cinematic storytelling"
- adjective

•

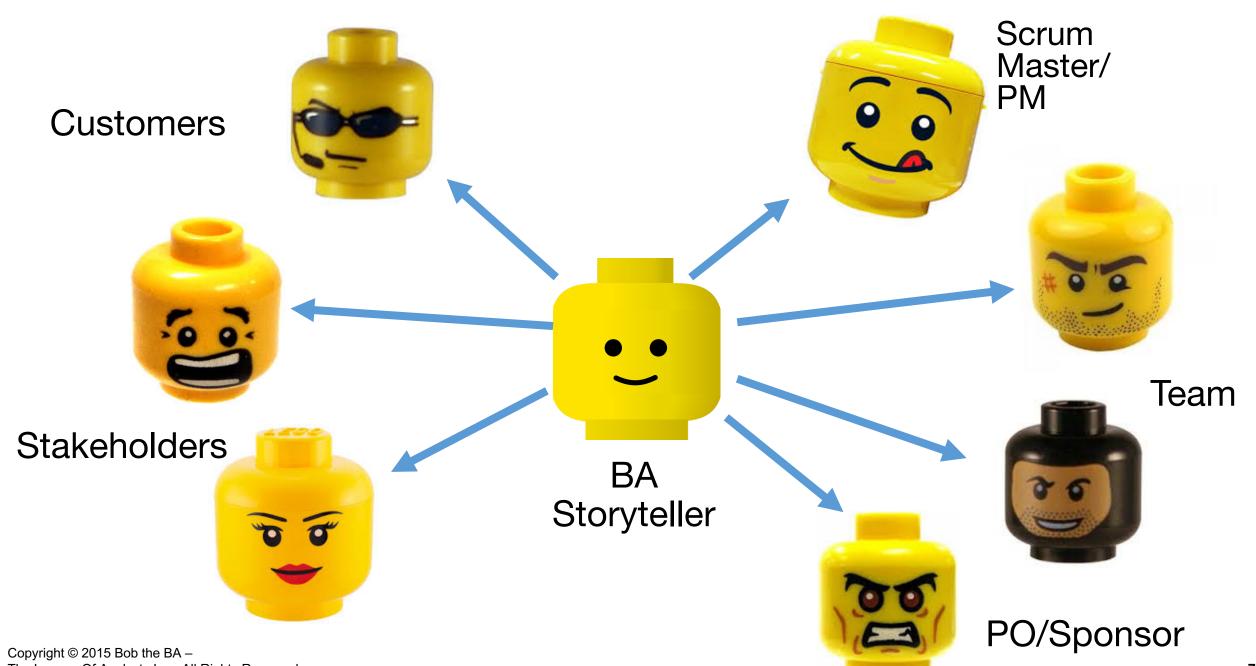
- relating to the telling or writing of stories.
- "the oral storytelling tradition"



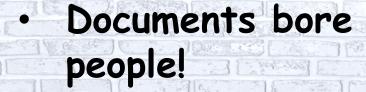
# Requirements Strategic Storytelling

- Not about keynote presentations
- Not crucial conversations
- Providing context
- Engaging stakeholders
- Ensuring accountability and follow-through
- Clarifying vision
- Demonstrating organizational impacts
- Making connections with people at an interpersonal level
- Showing what we will accomplish





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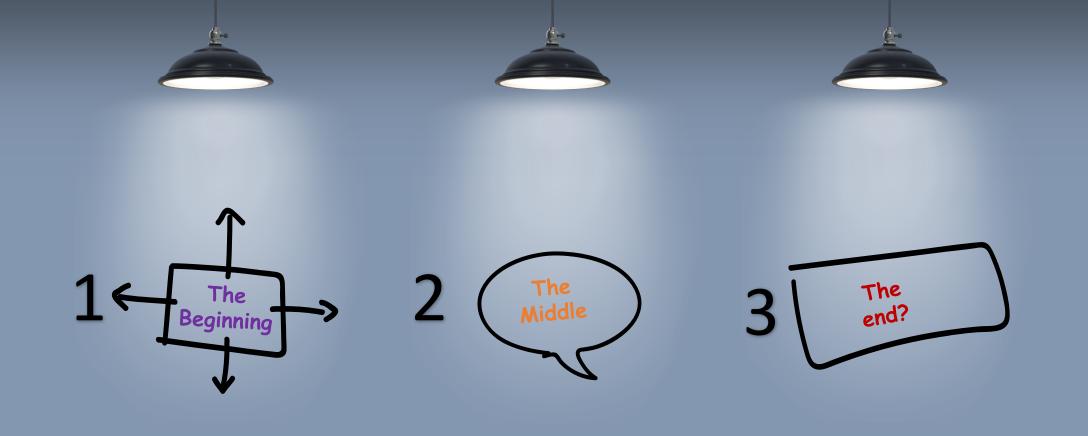


- Addressing different styles
  - · Audio
  - Visual
  - Kinesthetic
  - · Other?

- Helps with signoff
- Scope needs to be memorable
- We are changing behaviors

We need to inspire people to care about the requirements

Why do we need to tell requirements stories?

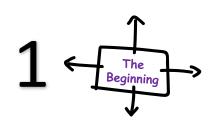


All requirements have a beginning, middle and end.

### REQUIREMENTS

1

2



Classic

• The customer service rep needs to search for a member profile using the following criteria:

First name

Last name

• ID

Address City

Address State

3



Agile

 As a frequent online shopper, I want to log in to my account, so that I can manage my personal information.



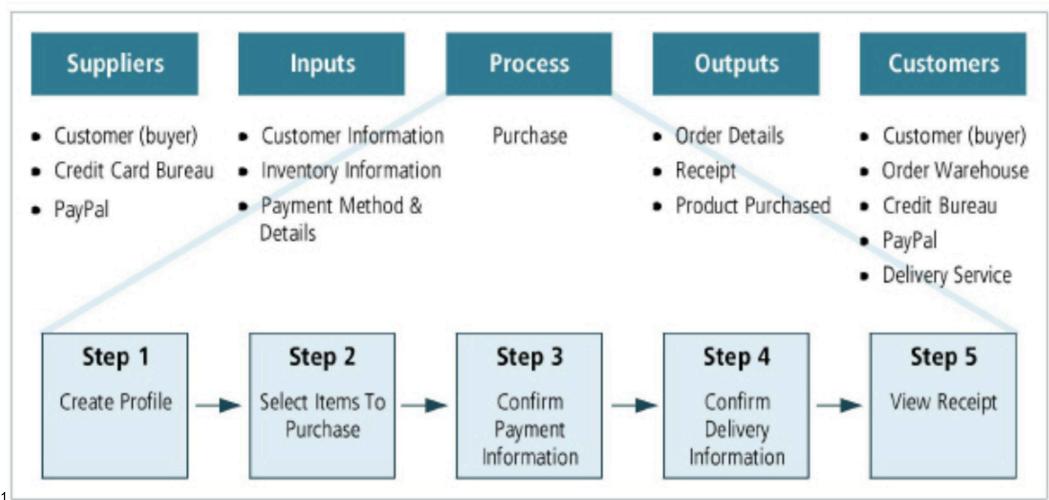
#### SIPOC



2

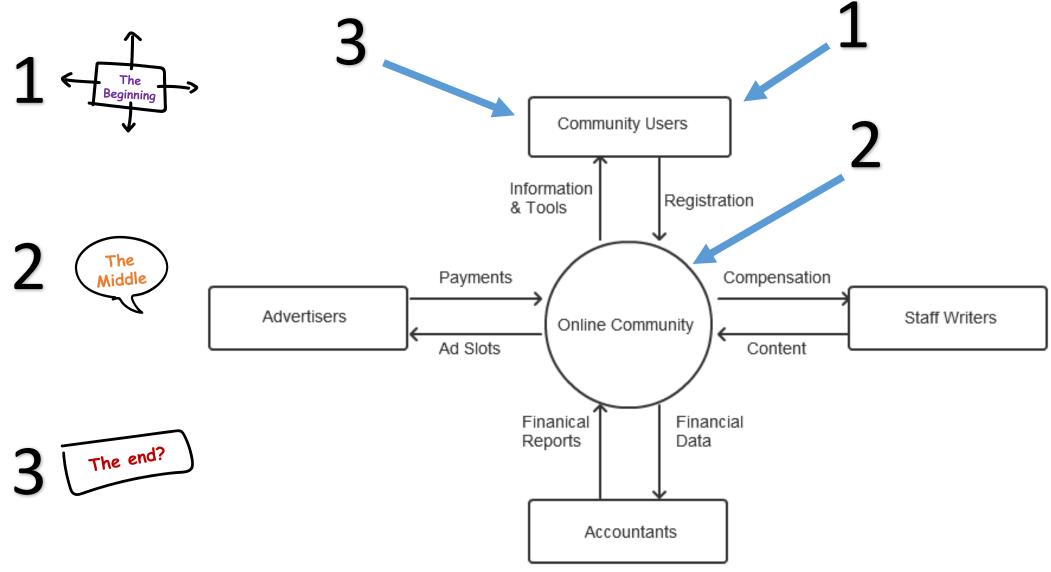


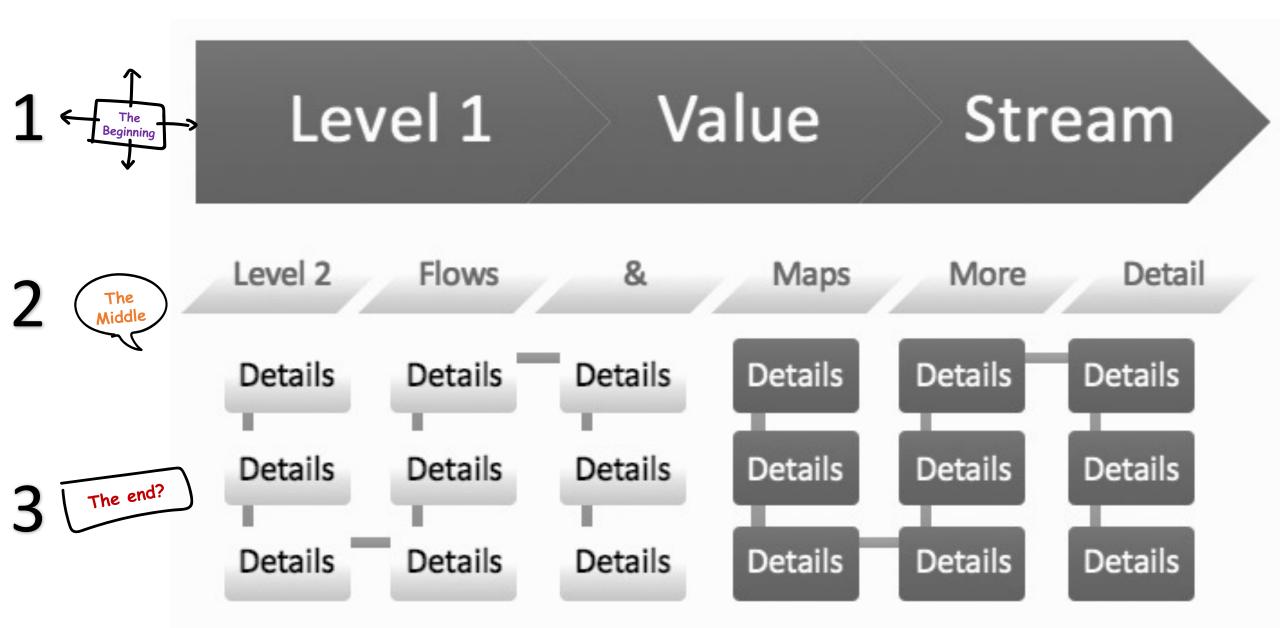




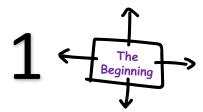
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## **Context Diagrams**





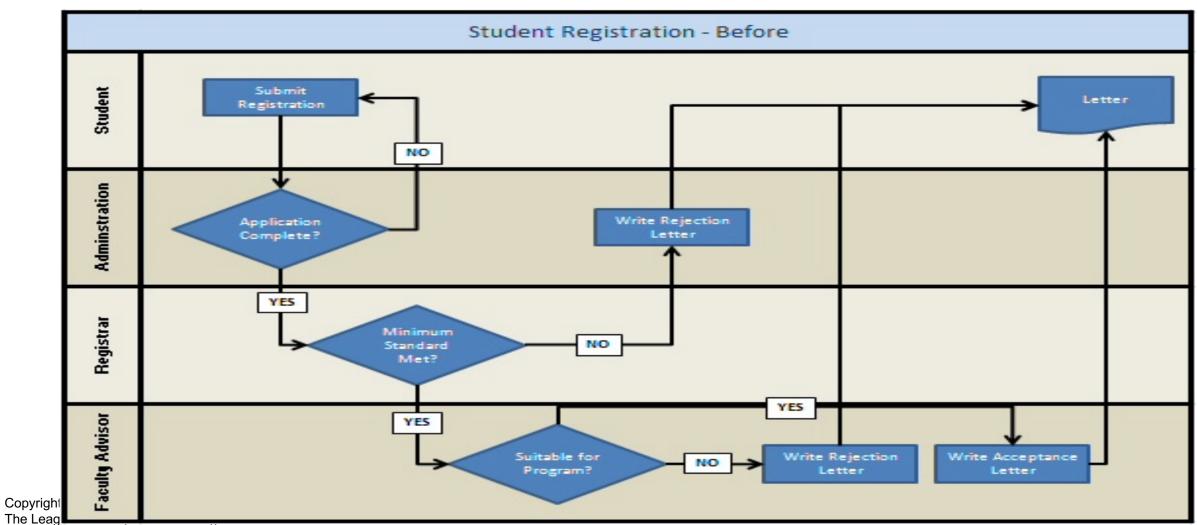
#### **Process Models**





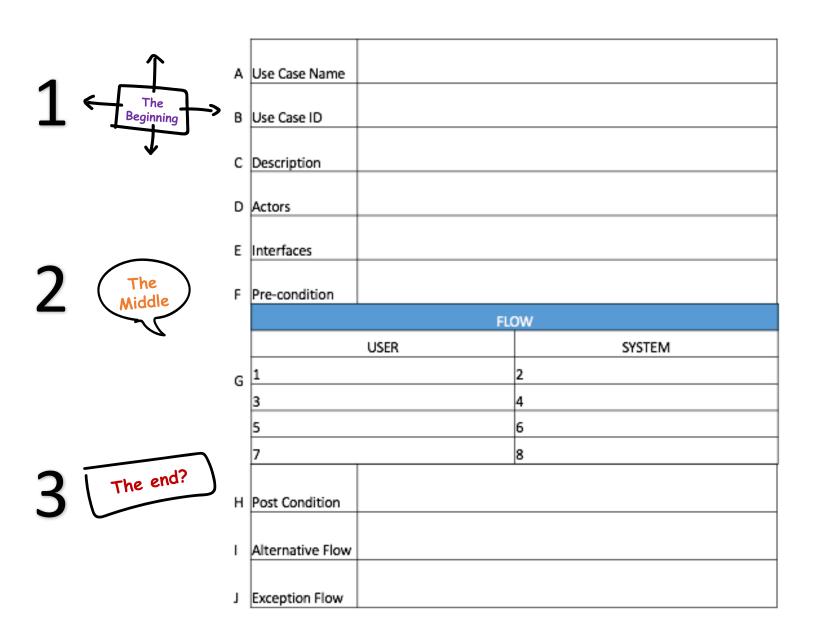


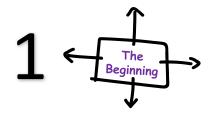




#### Simple use case narrative template

Use Case Narratives

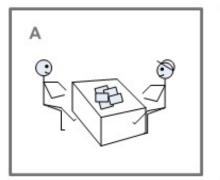




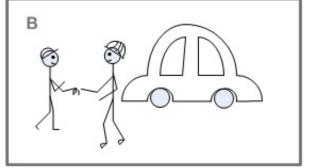




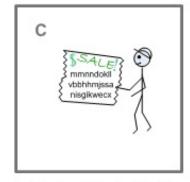
# Storyboards



Gathering Customer Information

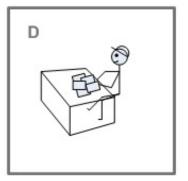


Organizing Appraisal

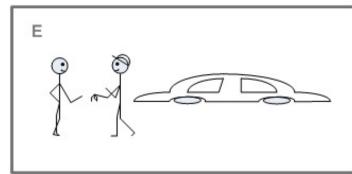


Application of Dealer Specials, Manuf. Savings



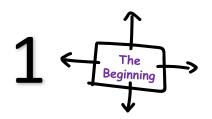






Offer Acceptance





2







#### Define

- Launch Team
- Establish Charter
- Plan Project
- Gather VOC / VOB
- Plan for Change



#### Measure

- Document the Process
- Collect Baseline Data
- Narrow Project Focus



#### **Analyze**

- Analyze Data
- Identify Root Causes
- Identify and Remove Waste



#### **Improve**

- Generate Solutions
- Evaluate
   Solutions
- Optimize Solutions
- Pilot
- Plan and Implement



#### **Control**

- Control the Process
- Validate
   Project
   Benefits

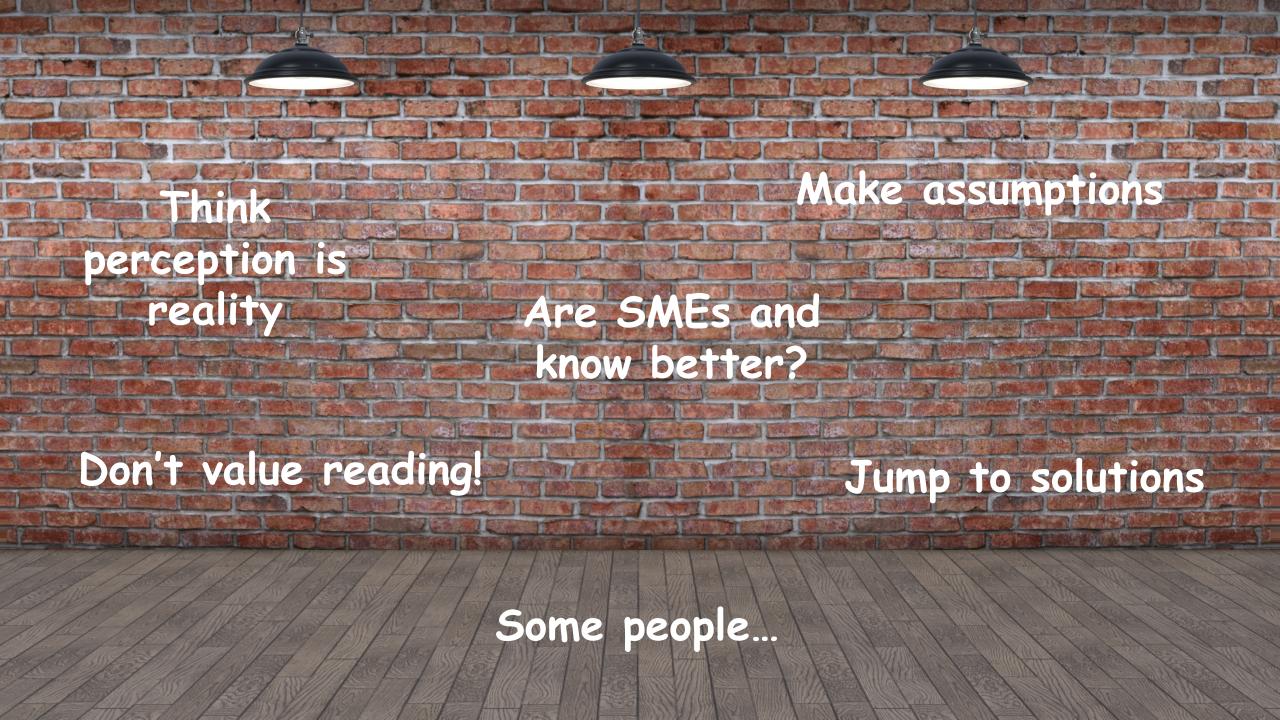


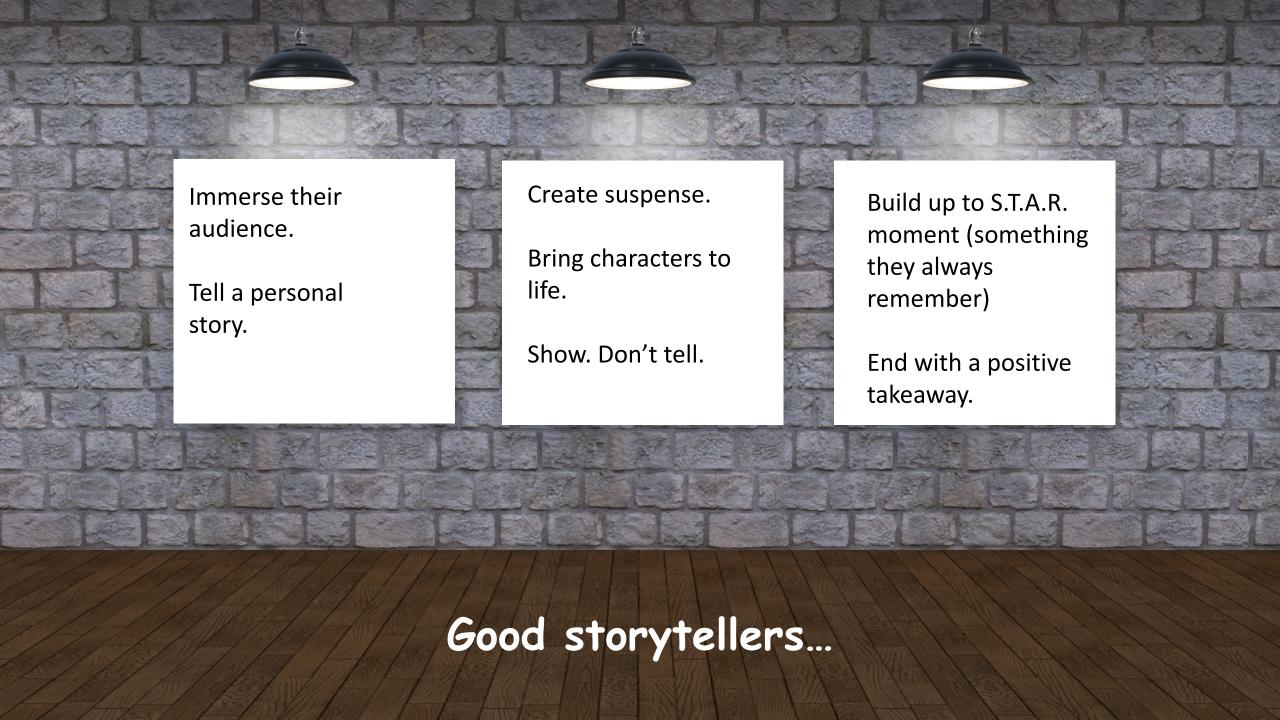
So why is it so hard to communicate requirements?

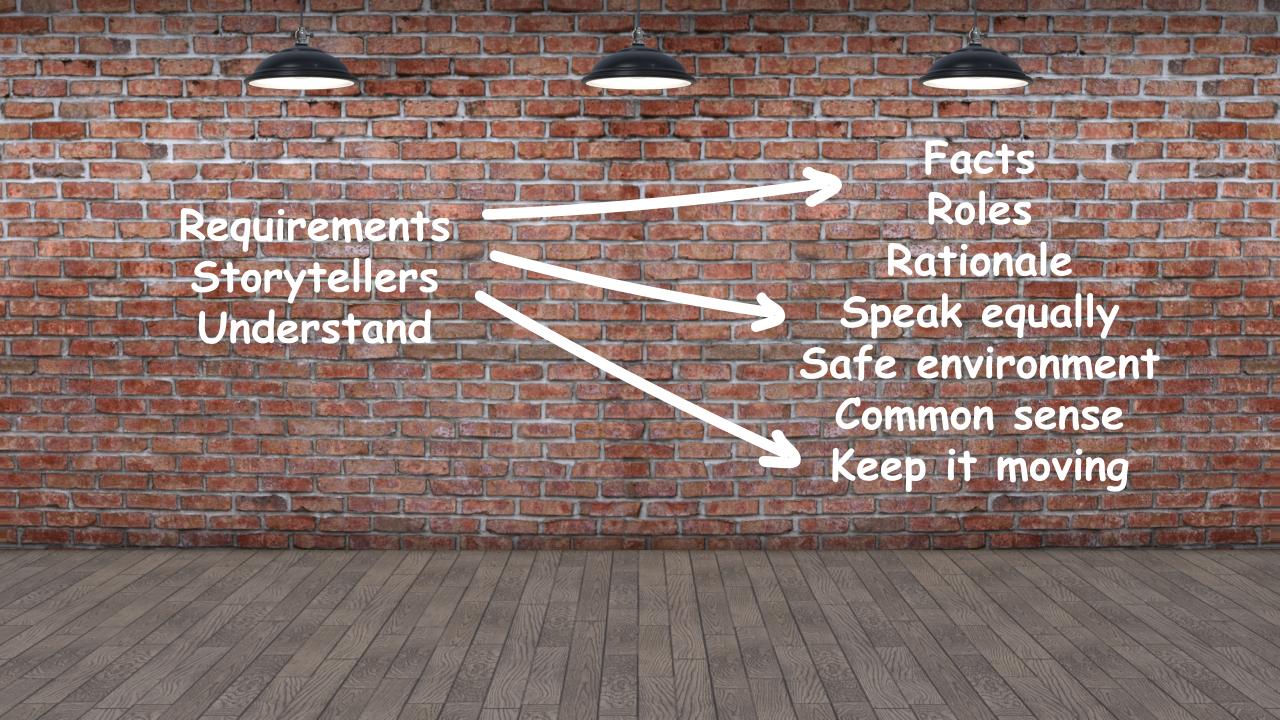
# There are good and bad...

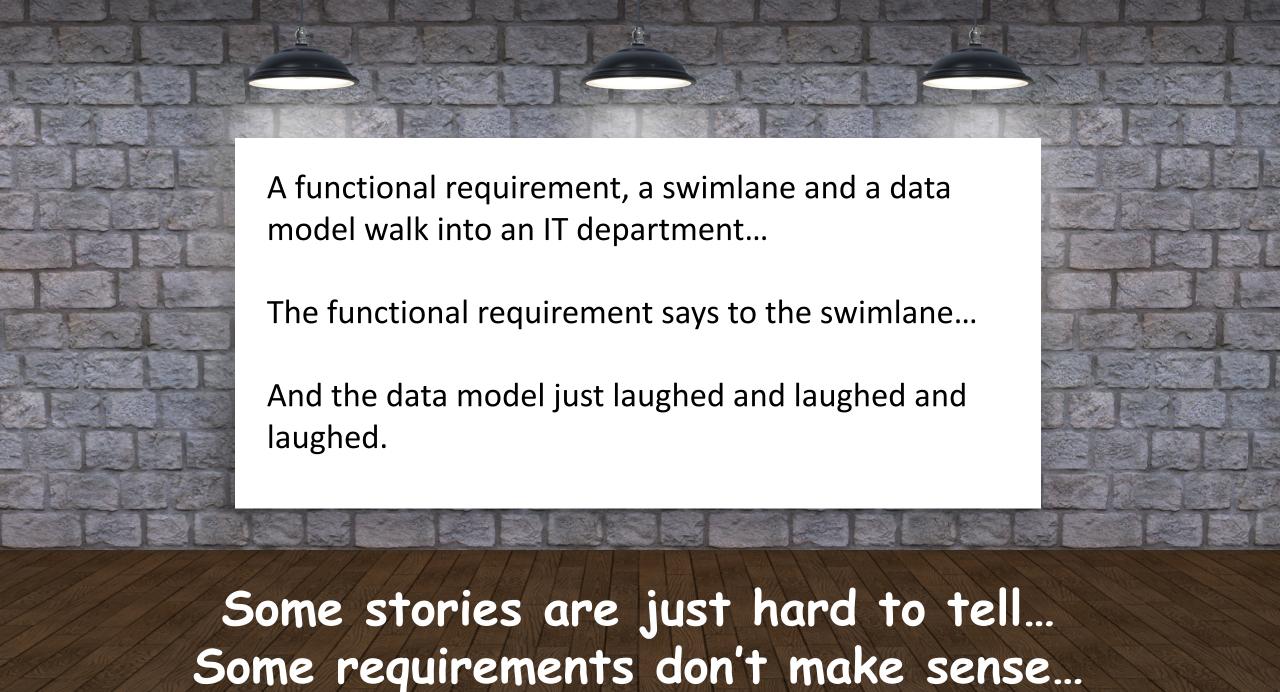
- People
- Stories
- Requirements
- Storytellers

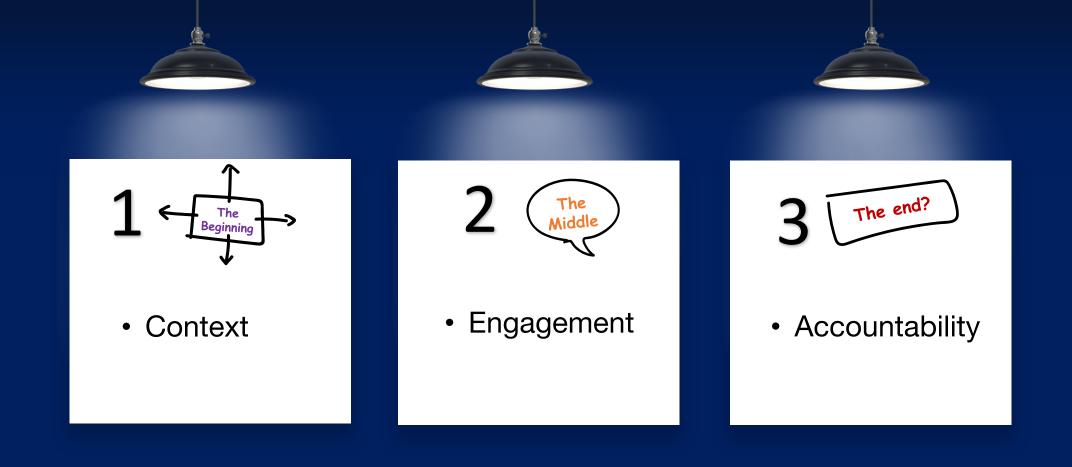












In other words...









- The characters
- The setting
- The problem

2

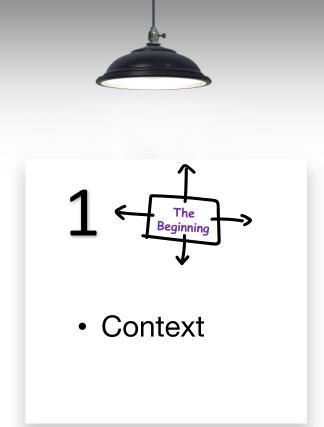


- The stakes
- The capability
- The inspiration

The end?

- Crisis
- Climax
- Outcomes

Good requirements stories have strong...





The most important thing a BA communicates.

Period.











• Engagement







Good stories have strong...









ACCOUNTABLE



Accountability

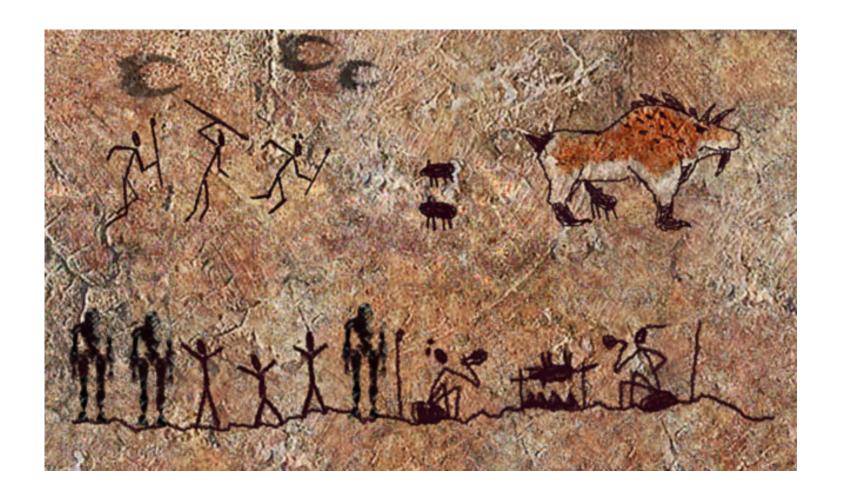
When the story is told well...
We are ALL responsible for quality.



When a story is told well...



Paraphrasing



# Pictures tell a 1000 words

# The earliest cave drawings are 40,000 years old

# Storyboards have been around since the 1930's





Howard Gardner Theory of Multiple Intelligences

Verbal-linguistic intelligence (verbal skills and sensitivity to the sounds, meanings and rhythms of words)

Logical-mathematical intelligence (think conceptually & abstractly, capacity to discern logical and numerical patterns)

Spatial-visual intelligence (capacity to think in images and pictures, to visualize accurately and abstractly)

Bodily-kinesthetic intelligence (ability to control one's body movements and to handle objects skillfully)

Musical intelligences (ability to produce and appreciate rhythm, pitch and timber)

Interpersonal intelligence (capacity to detect and respond appropriately to the moods, motivations and desires of others)

Intrapersonal (capacity to be selfaware and in tune with inner feelings, values, beliefs and thinking processes) Naturalist intelligence (ability to recognize and categorize plants, animals and other objects in nature)

Existential intelligence (sensitivity and capacity to tackle deep questions about human existence such as, What is the meaning of life? Why do we die? How did we get here?)







#### Classic Requirement

- The customer service rep needs to search for a member profile using the following criteria:
  - First name
  - Last name
  - ID
  - Address City
  - Address State

- Plus a process model
- Plus data
- All wrapped up in a Word doc that very few people read until it is time for signoff

How most tell a requirements story.



How Bob the BA tells a requirement story.







#### Classic Requirement

- The customer service rep needs to search for a member profile using the following criteria:
  - First name
  - Last name
  - ID
  - Address City
  - Address State

- Who
- Why
- What
- When
- Where
- How
- How many

The start of the story starts with 7 dimensions: WWWWWHHM.

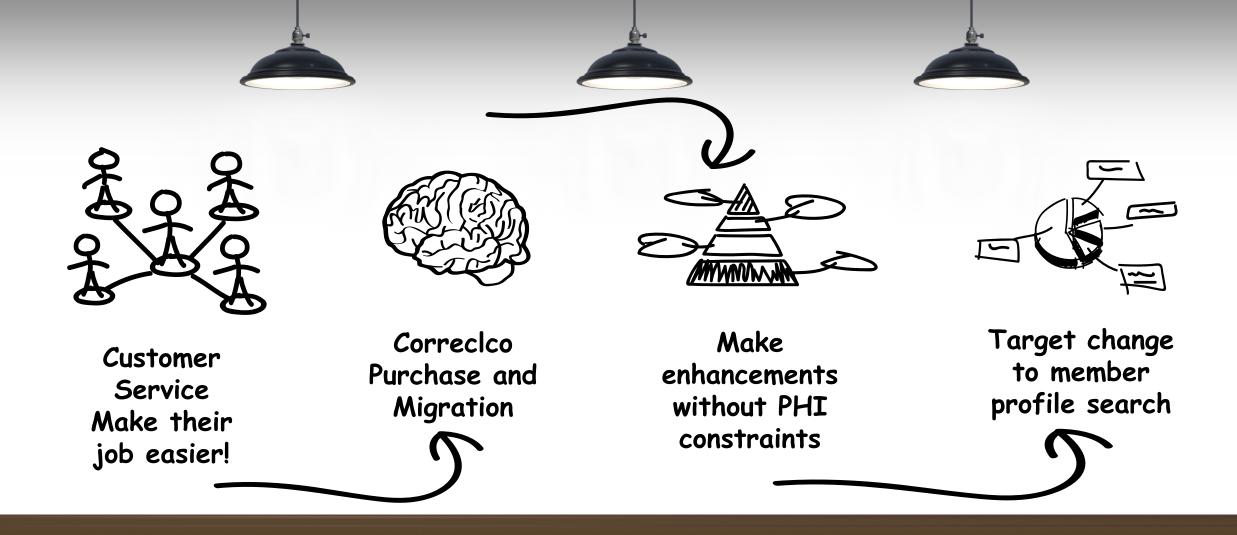






- Who org chart, context diagram, process model
- Why business case, root cause, SWOT, business model canvas
- What Data model, context diagram, functional decomp
- When mockup/storyboard, activity diagram, state diagram
- · Where interface diagram, data flow diagram
- How mockup/storyboard, full prototype
- How many data model, graphical fact model

The story continues with supporting stories.

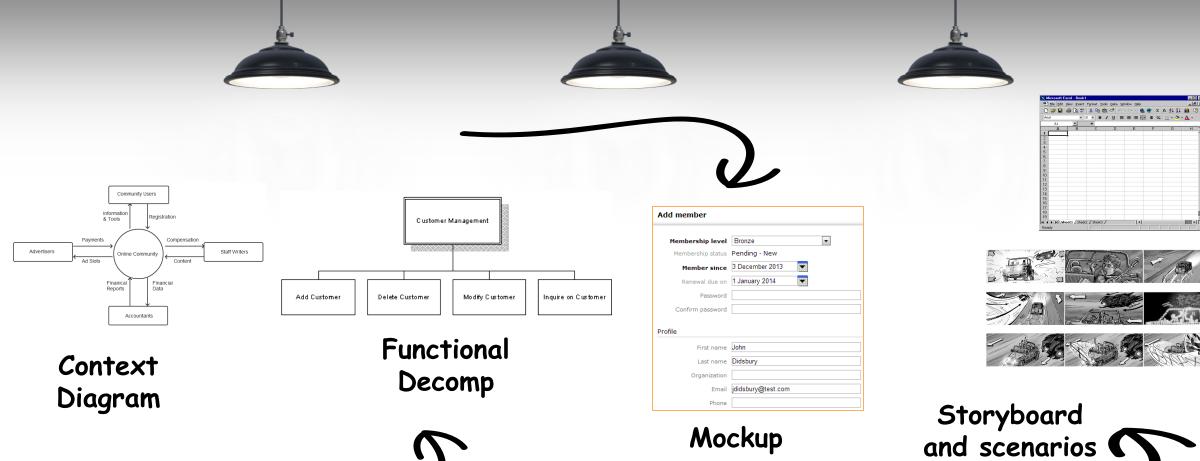


WHO

WHO

WHY

WHAT/ WHEN

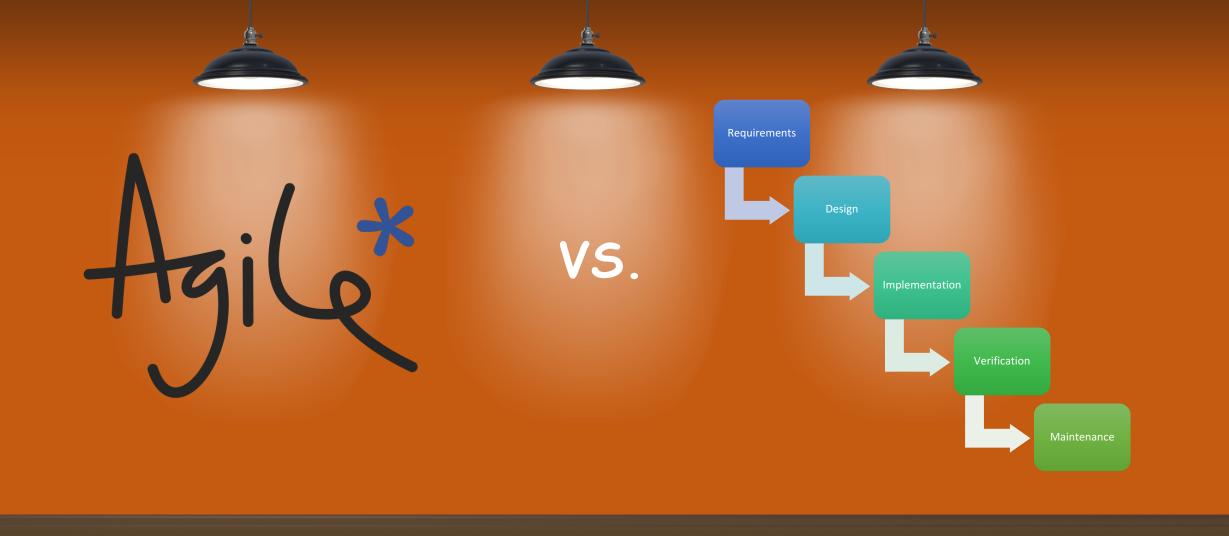


Mockup

WHO/ WHAT WHAT

WHY/ WHERE/ HOW

HOW/ WHEN HOW MANY



The stories don't change.







Be specific.

Create a space where people experience the value of the requirement

Be relatable.
Be honest.
Be vulnerable.

Final requirements storytelling tips.



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