

FRENEMIES:
MARKETING YOUR SKILLS
IN A CHANGING MARKET



Presented by IIBA and Kforce

*2/21/22
Pittsburgh, PA*

AGENDA



TRENDS IN RECRUITING INDUSTRY

DEMAND FOR BUSINESS ANALYSIS TALENT

SKILLS MANAGERS ARE LOOKING FOR

WHERE TO START?

POWER VERBS!

END RESULT

RESUME EVALUATION

Q&A

TRENDS IN RECRUITING INDUSTRY



 **Biggest shift** has been to have flexible schedules / work from home

 **Where is the ability to grow/move** in next 2-5-10 years?

 **What is the** succession plan?

 **Expectations of the role now** vs. in 6-12 months

- Round of funding, expansion of product offerings, new contract, etc.
- What new responsibilities will come about from this?

 **Ability to have influence** in the project

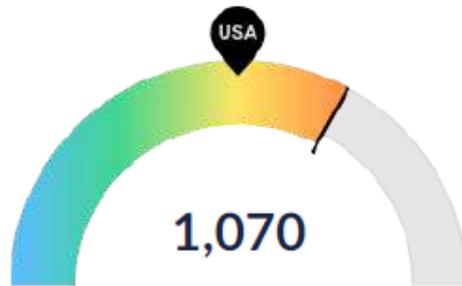
- Does the company look at the business analysis function as an active participant or a compliance activity?
- Passive career coaching vs. Active searching

The old adage “it’s easier to find a job when you don’t need one” – always recommend connecting with a peer/outside recruiter/mentor to update resume, keep pulse on market to find opportunities that might be a great fit, even if the timing isn’t ideal.

DEMAND IN PITTSBURGH FOR BUSINESS ANALYSIS TALENT

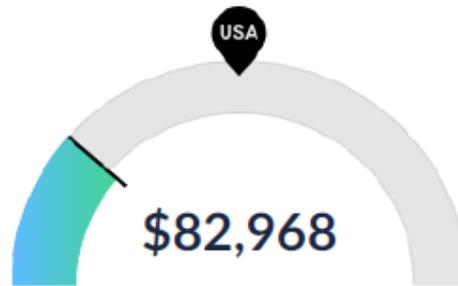


Aggressive Postings Competition Over a Deep Supply of Regional Talent



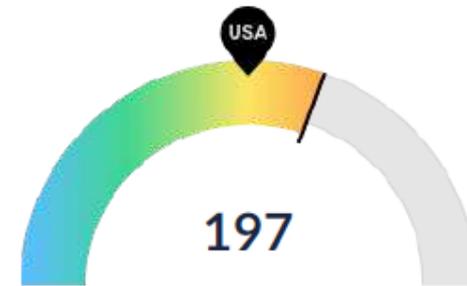
Matching Profiles

Pittsburgh, PA is a hotspot for people matching your search. The national average for an area this size is 687* matching profiles, while there are 1,070 here.



Compensation

The cost for talent is low in Pittsburgh, PA. The national median salary for people matching your search is \$95,008, while you'll pay \$82,968 here.

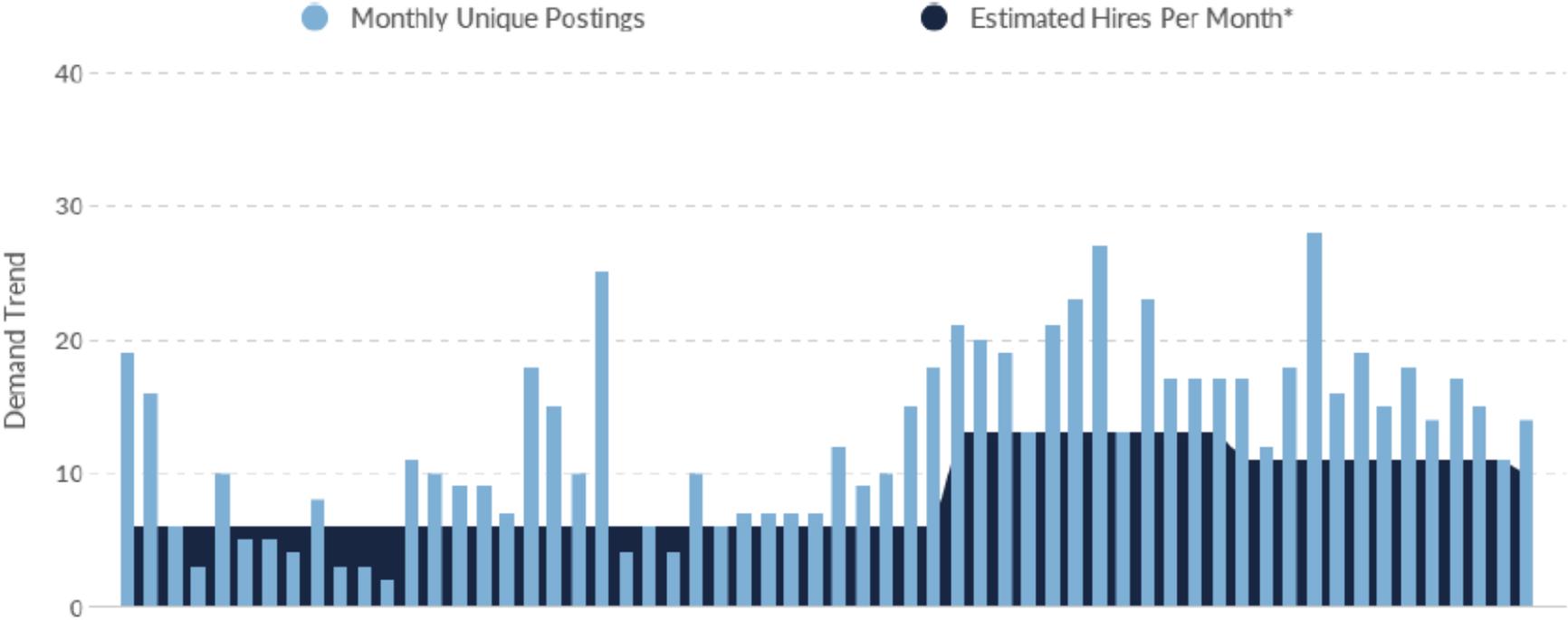


Postings Competition

Competition from online job postings is high in Pittsburgh, PA. The national average for an area this size is 146* job postings annually, while there are 197 here.

*National average values are derived by taking the national value for people matching your search and scaling it down to account for the difference in overall workforce size between the nation and Pittsburgh, PA. In other words, the values represent the national average adjusted for region size.

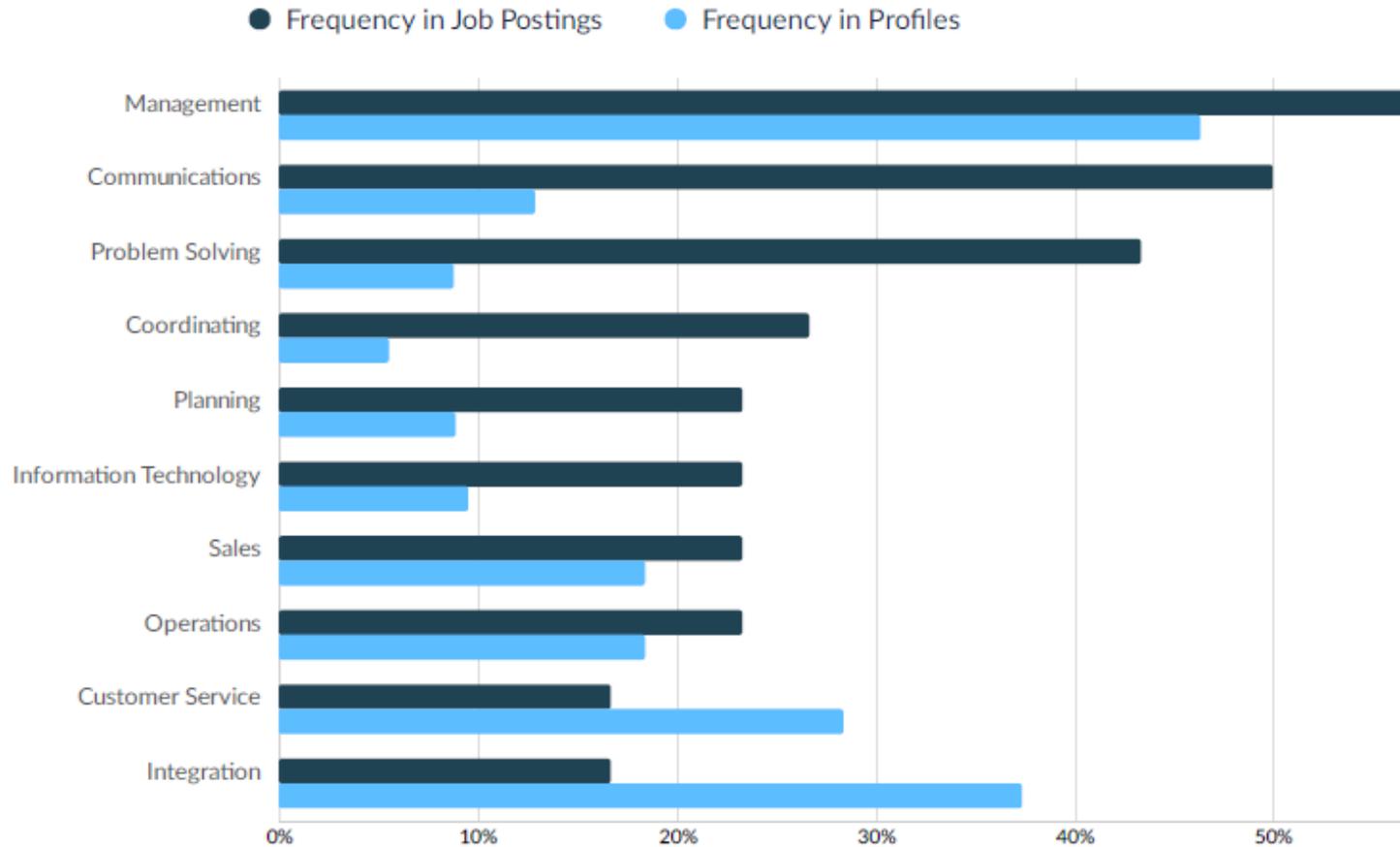
BUSINESS ANALYSIS DEMAND



BUSINESS ANALYSIS SKILLS



Top Common Skills

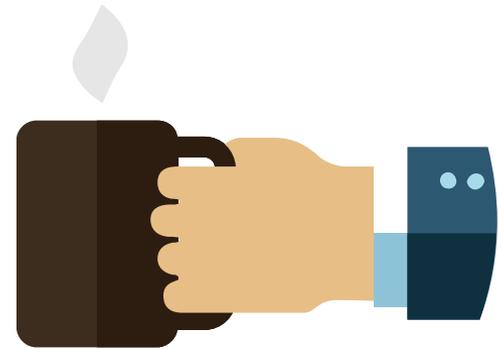


MANAGER EXPECTATIONS OF BA CANDIDATES



Look at the type of company

- Startup
- Midcap
- Multi-billion publicly traded
- High regulated company
- Future plans (M&A, expansion, etc.)
- Size and fit are paramount – make sure the hiring company knows about your company!



CAREER MANAGEMENT



What is your ultimate goal/dream job? How does this align with your career goals in the next 2-5-10-20 years?

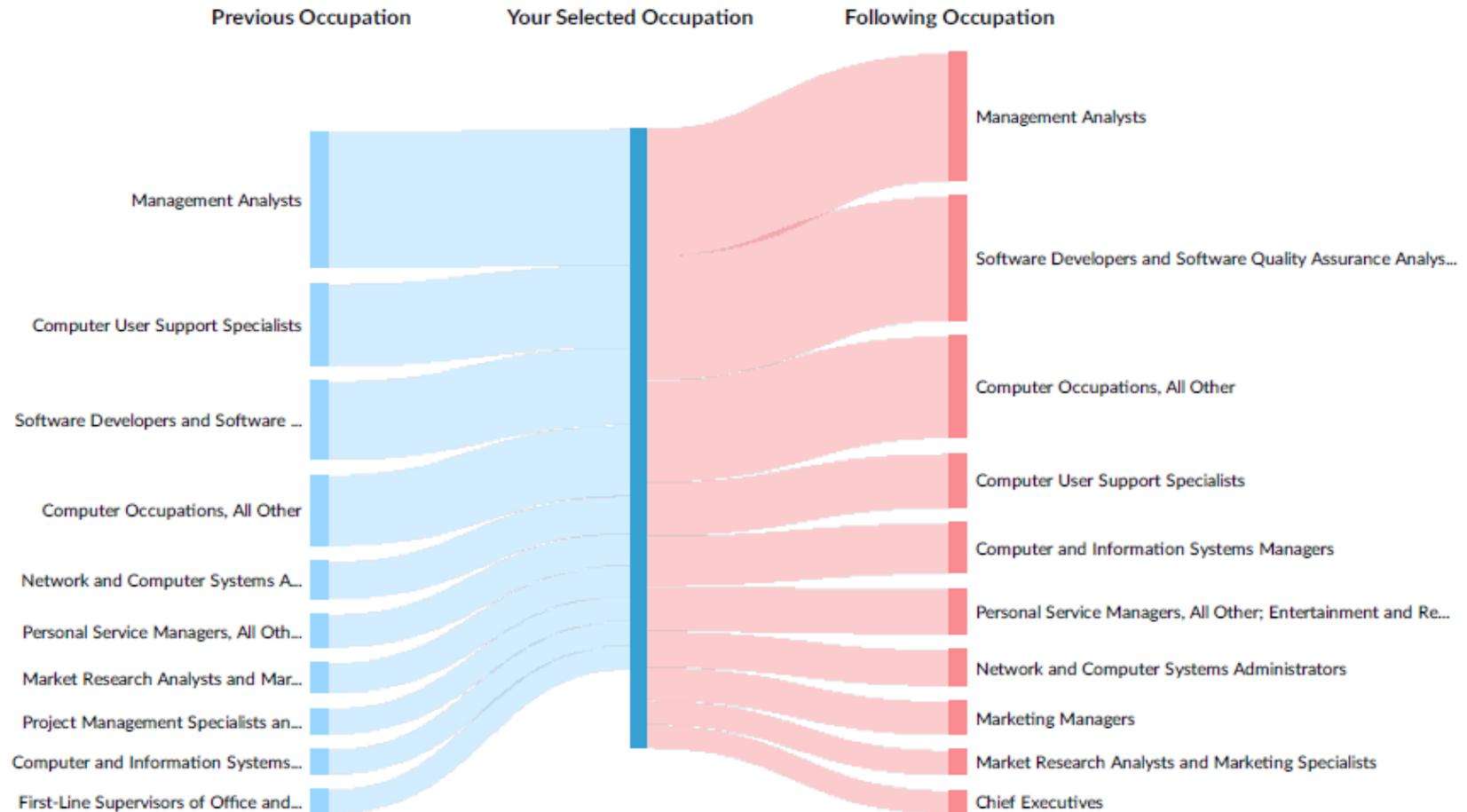


How does your background fit? Look at typical candidates at that company currently (LinkedIn, etc.)



One step forward for 2 steps back. If you do not have experience in any of these areas, how can you work to get experience there? Ask for projects? Consulting work?

TRANSITION IN CAREER



WHERE TO START?



WRITE DOWN EVERYTHING YOU DO FOR A 3 DAY PERIOD IN A NOTEBOOK, NOTES APP, ETC.

- *Meetings*
- *People you interact with / Communicate with*
- *People you support (internal and external to company)*
- *Customer duties you are responsible for*
- *What is success in your role?*
- *Expectations of your team, of leadership, of others?*
- *What are the people that report to you responsible for?*
- *What successes or failures of the company ultimately are your responsibility?*

WHERE TO START?



Examples:

- Weekly leadership meeting
- R&D budget meeting with R&D head and Procurement
- IT evaluation of new CRM system with Sales, Procurement, and IT Manager
- Call with Auditors to discuss audit schedules
- Work with HR to approve job description for Business Analyst
- Finalize business process mapping for new ERP system upgrade
- Responsible for 3 direct reports, and 10 indirect reports

WHERE TO START?



Use this information to start writing your resume with current responsibilities

- *Ideally, you will have over 30 potential bullet points to choose from*
- *Include information about current company and size*
- *“Highlightable accomplishments” – special projects, promotions, team awards, process improvement*
- *Include stats – money saved, time saved, hassle saved, compliance requirements met, customer requirements met*
- *Explain number of reports and scale*
- *Involvement in interdepartmental projects*
- *How your work aligns to goals of the company*

POWER VERBS!



Power verbs are important to convey the action that you have taken in your career!

- *Can convey what action you are taking*
- *Shows the initiative you are taking in your role and would take for that company*
- *Easily digestible to those reviewing your resume*
- *Consistent way to process thoughts and responsibilities*



POWER VERBS!



Execution	Organization	Communication	Problem Solving
Administered	Allocated	Acted	Alleviated
Completed	Assessed	Adapted	Analyzed
Conducted	Coordinated	Communicated	Collaborated
Installed	Delegated	Demonstrated	Created
Processed	Established	Informed	Formulated
Produced	Implemented	Interviewed	Recommended
Performed	Issued	Negotiated	Repaired
Transferred	Obtained	Presented	Revamped
Selected	Organized	Represented	Solved

END RESULT



*ABC Manufacturing Company, Pittsburgh, PA 10/2019-Present
Business Analyst*

\$50 million, 100 person company that manufactures glass windows for residential and commercial purposes

- Led the business analysis for customization and implementation of new information management solution, saving \$10 million/year*
- Interviewed key stakeholders, identified problem areas, and documented business needs.*
- Analyzed applications, process flows, impact on upstream and downstream systems, and identified risks.*
- Developed as-is and to-be flows, stakeholder analysis, high-level design documents, wireframes, project trackers, technical requirements, KPIs, data dictionaries, test scenarios, test cases, mockups, and security.*



BRYANT COVELLI

SUMMARY: Strong Business Analyst with over 10 years of experience in support of Enterprise Applications

EDUCATION:

Penn State University, University Park, PA
Bachelor's in Information Science and Technology – Graduated 5/2006
CSM (Certified Scrum Master) Certification
Tableau Certified Professional

PROFESSIONAL SUMMARY:

- 11 + years experience in Business Analysis, Design, Coding, Testing, Migration and Implementation of Software applications and on Tableau Business Intelligence/Business Analytics software.
- Database Administrator, Proficient in Document Management Software MS Office, MS Visio and Excellent knowledge of System Development Life Cycle (SDLC) and Software Testing Life Cycle (STLC).
- Expertise in Tableau, MySQL, SQL, MS. Access, MS SQL server
- Experienced on Tableau Admin activities and writing SQL queries.
- Basic knowledge of ETL tool like Alteryx for data integration, data mapping.

PROFESSIONAL EXPERIENCE:

Highmark Health, Pittsburgh, PA
Business Analyst / Power BI Developer

01/2018 - Present

Description: Highmark is a multi-billion dollar Blue Cross/Blue Shield licensee providing health insurance to over 200,000 members in Pennsylvania, West Virginia, New York, and Delaware.}

Responsibilities:

- Participate in requirements gathering and illustration of designs using wireframes.
- Documentation of business and IT solutions, business process functional and nonfunctional requirements and problems.
- Assist in managing the Power BI environment, Enhancements and support of Power BI applications.
- Perform hands on developer activities such as building data visualizations that can be used in interactive reports and dashboards.
- Designed SSIS packages for transferring and reviewing data from heterogeneous sources like Excel, CSV, flat file, and SQL database.
- Expertise in DAX & MDX Languages which helps in understanding and analyzing the data.
- Designed dashboards tracking and highlighting application portfolio actuals, estimated, and past dollar amounts.
- Performed data cleaning, data validation, and data analysis using data analysis expressions (DAX), power query and power Pivot.
- Develop and design various statistical reports and dynamic dashboards to highlight data analysis trends and various analytical KPIs as per business requirements
- Created Dax Queries to generated computed columns in Power BI.

RESUME TIPS



List Education, Computer Skills at top of resume Include all degrees and majors, certifications, and software packages

Include 10 bullet points for current role The most recent role will be the most applicable

Include 7 bullet points for roles within the last 7 years Recent experience that may not be included with current role is still important to list!

Include 3-5 bullet points for roles longer than 7 years You want to include previous experience to see how you got to current role, but do not need to list every single small item

Apply what the role is looking for to what you've done Look at the job description and your initial list of responsibilities, add and subtract based on what the organization is looking for

INTERVIEW QUESTIONS



Why are you interested in this company?

What motivated you to pursue a career as a business analyst?

What do you think are the key strengths of a business analyst?

What is your biggest achievement?

Tell me about a time when you failed to meet a deadline?

What is your greatest weakness?

Tell me about a time that you provided exceptional customer service to a client.

Can you tell me about a time when you had to persuade someone to accept your decision?

How do you stay up-to-date on general business knowledge and trends?

RESUME EVALUATION



Before putting a job description together, consider:

Why is the role open? Include expectations of current individual in role, or expectations if newly created

What is the goal of this role? The goal of the role and type of person you want should match up in terms of experience

What qualities do you want in an applicant?

What will this role look like in 6 months? 12 months? 2 years? 5 years? Make sure you are able to answer questions about how the role will inevitably evolve in the organization



RESUME EVALUATION



When evaluating a resume:

- *How will this candidate fit in technically?*
- *How will this candidate fit in experience-wise?*
- *What qualities do they have that will help?*
- *What experience will help with future anticipated projects?*
- *How can we put this candidate in a situation to succeed and move up and around the organization?*
- *Is the tenure acceptable?*
- *What skills do they bring to the table that we don't have in-house?*



RESUME EVALUATION



When evaluating a resume:

- *What is going to be the decision criteria?*
- *Remember: the resume is to make an educated decision on who may be best for the job, not to decide who will be the best for the job initially!*
- *Other factors in the interview to consider include:*
 - *Personality traits*
 - *Personality fit with the team*
 - *Candidate expectations*



DISCUSSION & QUESTIONS



CONTACT INFORMATION



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