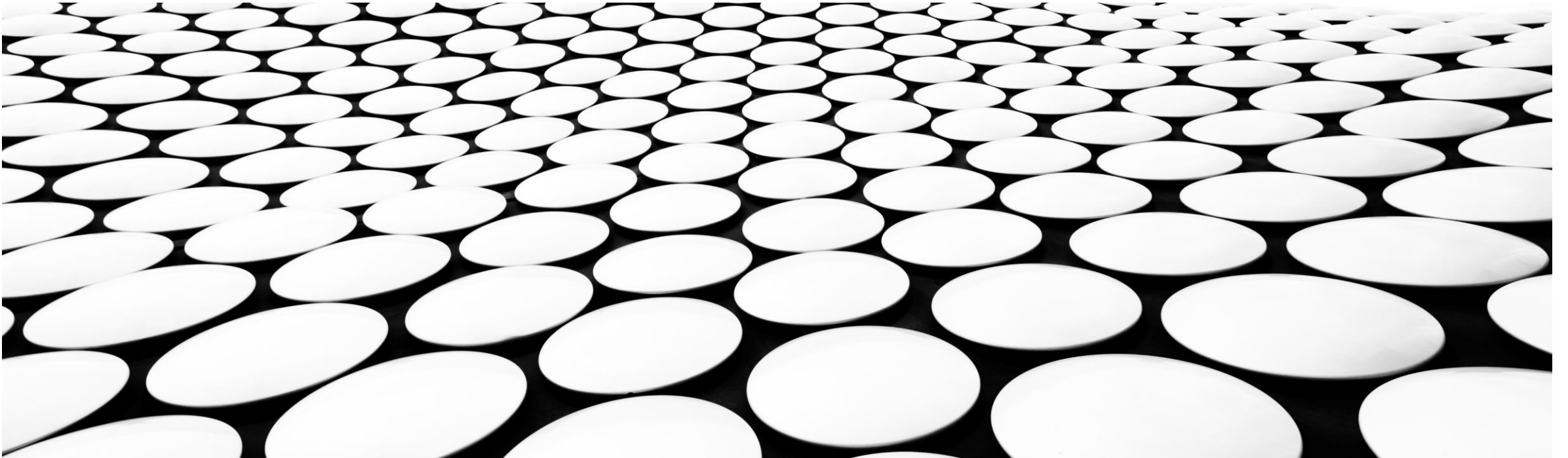

BA YOURSELF TO BE YOURSELF

EMILY TOM, CBAP



AGENDA

- About Impostor Syndrome
- Core principles for overcoming it
- Using BA techniques to shine

WHAT WAS HOLDING ME BACK?

Personal Story



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I'M LIKE KERMIT THE FROG



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It's not that easy bein' green
Having to spend each day
The color of the leaves

When I think it could be nicer
Bein' red or yellow or gold
Or something much more colorful
like that

It's not easy bein' green
It seems you blend in
With so many other ordinary things
And people tend to pass you over
Cause you're not standing out
Like flashy sparkles in the water
Or stars in the sky

[Bein' Green lyrics on genius.com](#)

But green's the color of spring
And green can be cool and
friendlylike
And green can be big like an ocean
Or important like a mountain
Or tall like a tree

When green is all there is to be
It could make you wonder why
But, why wonder? Why wonder?
I'm green and it'll do fine
It's beautiful, and I think it's what I
want to be

ABOUT IMPOSTOR SYNDROME

And why it holds us back

What does it look like?

- Fear of failure or rejection
- Feeling inadequate
- Feeling like you are a fraud

ABOUT IMPOSTOR SYNDROME

The good news

The good news:

- You are not alone
- You can do something about it
- You deserve some BA treatment

CONTROLLING IMPOSTOR SYNDROME

Core principles

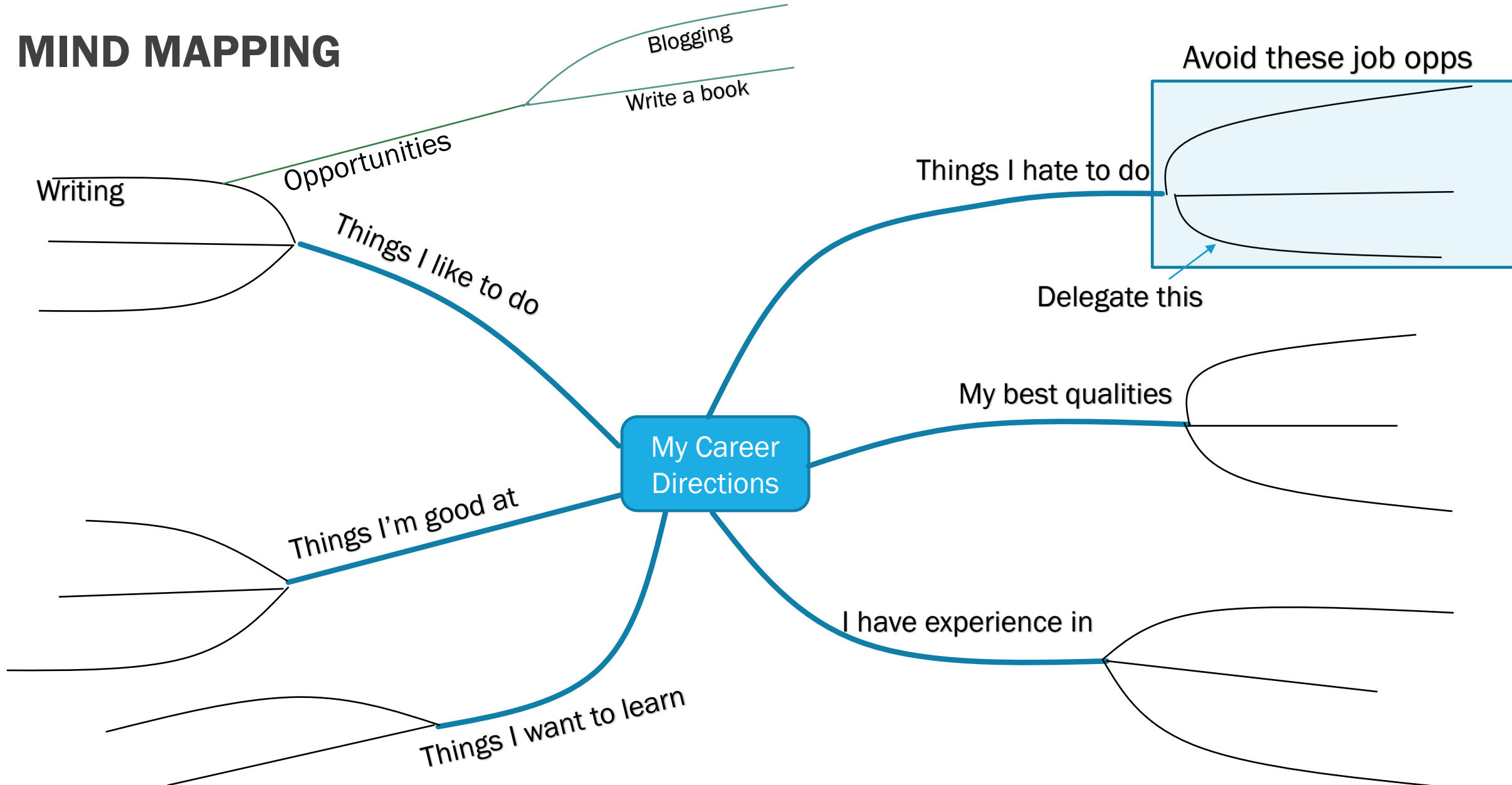
1. Know thyself
2. Live by your own standards and goals
3. Develop a learning mindset

BA YOURSELF TO BE YOURSELF

BA techniques to shine like the BA that you are

- Know thyself
 - Mind mapping
 - SWOT

MIND MAPPING



SWOT

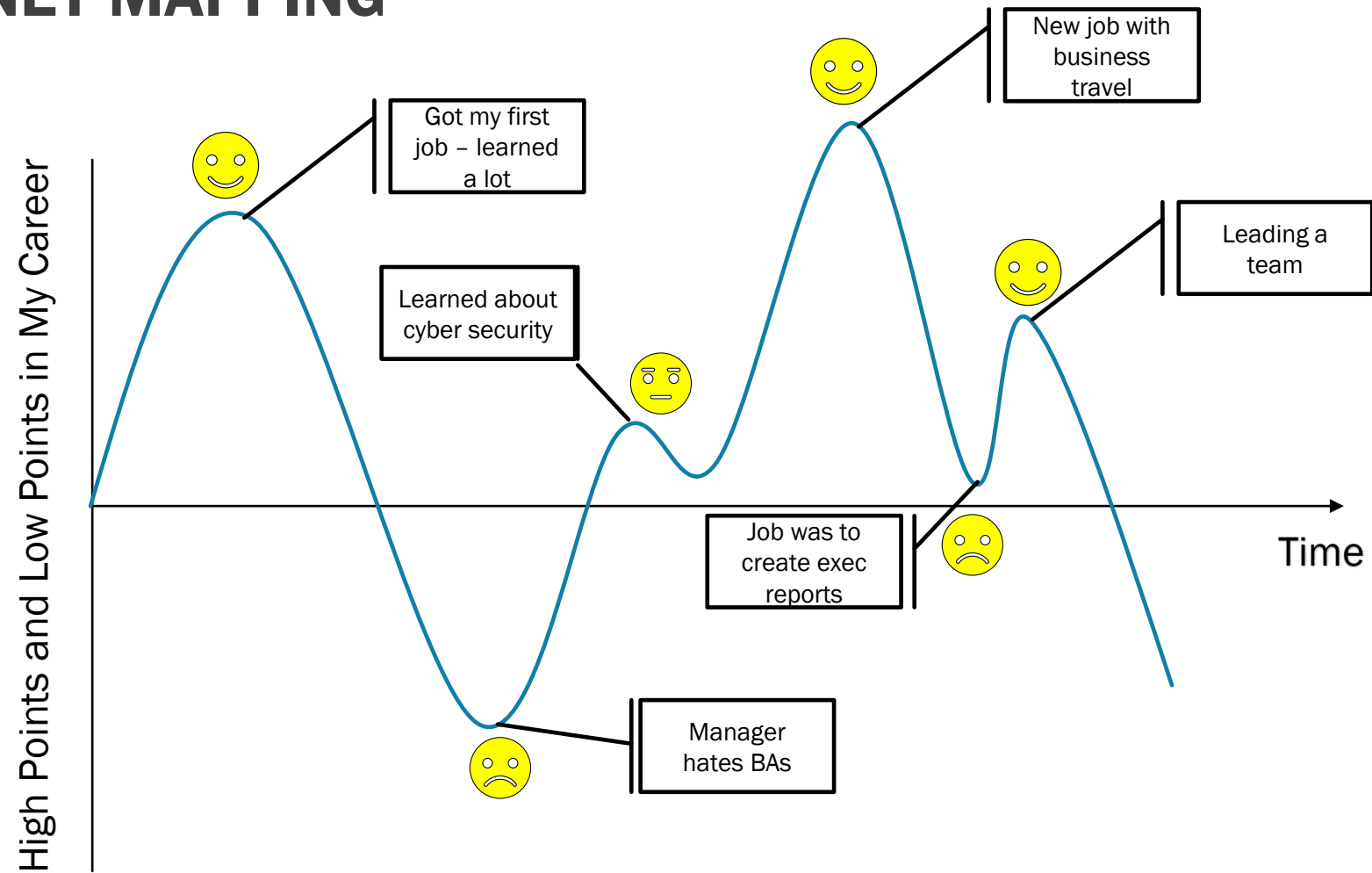
	Opportunities: <ul style="list-style-type: none">• Teaching• Coaching	Threats: <ul style="list-style-type: none">• Competition• No job growth
Strengths: <ul style="list-style-type: none">• Fast learner• Understands Agile• Stakeholder empathy	SO strategies: How to use my strengths to leverage opportunities. <ul style="list-style-type: none">• Reach out to colleges to offer to teach• Start a mentorship program	ST strategies: How to use strengths to ward off threats. <ul style="list-style-type: none">• Learn where the job opps are
Weaknesses: <ul style="list-style-type: none">• Vendor technologies• Negotiation skills	WO strategies: How an opp can reduce a weakness. <ul style="list-style-type: none">• Coaching others to develop soft skills to improve negotiation skills	WT strategies: Given my weaknesses, can I avoid a threat. <ul style="list-style-type: none">• Can I ask for help in building my negotiation skills so that I can get a job where I can grow

BA YOURSELF TO BE YOURSELF

BA techniques to shine like the BA that you are

- Live by your own standards and goals
 - Do not compare yourself to others
 - Prioritization
 - Journey mapping
 - KPIs

JOURNEY MAPPING





KEY PERFORMANCE INDICATORS (KPI)

- Use the IIBA Competency Model assessment tool
- And/or look at the BABOK® table of contents and rate your skills against the knowledge area tasks and techniques.
- Do a gap assessment on the areas you want to approve

BA YOURSELF TO BE YOURSELF

BA techniques to shine like the BA that you are

- Develop a learning mindset
 - Identify BA Performance Improvements
 - Lessons Learned
 - Fail fast

LESSONS LEARNED – IDENTIFY BA PERFORMANCE IMPROVEMENTS

KEEP DOING in my career	STOP DOING in my career	START DOING in my career

What BA skills
do I need to
improve?

Knowing what I
want to Start
Doing, what do I
need to learn?

What are some
learning resources
I can use?

If I had applied xyz
technique how
would the
outcome have
changed?

Am I making
progress toward
my career goals?

FINAL THOUGHTS

Remember:

- Know thyself
- Live by your own goals
- Develop a learning mindset

- Don't be afraid to FAIL
- NO is not rejection

CONTACT INFO

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