
[How to Define the Business Analyst and Their Value to an Organization?](#)

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An important discussion taking place on the IIBA Central Florida's Linked in forum:

Thank you to our panel participants and to everyone who came out to this month's (May's) chapter meeting Business Analysis Across Projects and Corporations: A Panel Discussion

The Panel agreed that BAs are critical to the success of projects. They have tremendous insight into the project and often the business as a whole, and a strong BA is a linchpin in successful endeavors. They also noted, when BAs have been eliminated, reduced or had their position limited to a very narrow scope, that projects have missed their mark and the business has suffered. One of the biggest problems, they agreed, was that organizations still struggle to see the value of the BA or even to define what a BA is. How to we as a profession move past this point?

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