Highfield Level 4 End-Point Assessment for ST0117 Business Analyst

Guidance document

Project proposal with presentation and questioning

Aim

This guidance document provides details on the Institute of Apprenticeship and Technical Education's (IFATE) level 4 business analyst apprenticeship project proposal with presentation and questioning.

This is made up of:

1) A project proposal
2) Presentation with questioning

An apprentice will be successful in this assessment method if they satisfy the requirements of the IFATE's level 4 business analyst assessment plan.

All listed knowledge, skills and behaviours (KSBs) for the project with presentation and questioning, together with the associated assessment criteria, must be completed.

The project proposal title

The employer will decide on a project that will meet the requirements of the EPA. A project proposal title and summary will then be produced. The employer is not restricted to this selection.

Examples of project proposal titles and broad specifications could include:

1. **How business improvement can be achieved through business analysis and stakeholder engagement**

   #### Project purpose

   - Enhance organisational efficiency:
     - identify and eliminate bottlenecks or inefficiencies in current business processes
     - propose streamlined workflows that align with business objectives
   - Improve stakeholder alignment:
     - understand and address the needs and expectations of both internal and external stakeholders

- foster collaboration and ensure that all parties are working towards a common goal
- Deliver measurable outcomes:
  - develop metrics to evaluate the success of proposed improvements
  - ensure that changes lead to tangible benefits such as cost savings, improved productivity or enhanced customer satisfaction

Project scope

- Focus area selection:
  - define a specific business area or process for analysis (such as customer onboarding, supply chain or internal reporting)
  - ensure the selected process significantly impacts the organisation's performance or stakeholder experience
- Stakeholder engagement:
  - identify all relevant stakeholders, their roles and levels of influence
  - use techniques such as stakeholder mapping to prioritise engagement efforts

2. **Application of business analysis approaches to optimise stakeholder engagement**

Project purpose

- Enhance stakeholder relationships:
  - foster trust and collaboration by applying structured business analysis techniques to understand stakeholder needs and expectations
  - create tailored engagement strategies that align with organisational goals and stakeholder priorities
- Improve project outcomes:
  - ensure clear communication and alignment between stakeholders and the organisation
  - minimise misunderstandings, reduce conflicts and streamline decision-making processes
- Drive business success:
  - leverage stakeholder insights to shape business decisions, optimise processes and enhance overall organisational performance

Project scope

- Stakeholder identification:
  - identify and map all internal and external stakeholders
  - categorise stakeholders based on their roles, influence and level of interest
- Engagement strategy development:
  - develop methods to communicate effectively with stakeholders based on their preferences
  - propose solutions to address stakeholder challenges, such as conflicting priorities or resistance to change
- Process and technology integration:

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- o explore how existing tools (such as CRM systems or collaboration platforms) can support stakeholder engagement
- o recommend technology upgrades or process changes to improve engagement and feedback mechanisms

3. How business analysis techniques may be used to improve customer relationships

Project purpose

- Enhance customer satisfaction:
  - o utilise business analysis techniques to identify customer pain points and areas for improvement in their interactions with the organisation
  - o align business processes and offerings with customer needs and expectations to foster trust and loyalty
- Drive customer-centric improvements:
  - o leverage insights from data analysis and customer feedback to create actionable strategies for enhancing customer experiences
  - o ensure that all improvements are aligned with organisational goals and contribute to long-term customer relationship management
- Enable proactive problem solving:
  - o use structured business analysis approaches to identify and address underlying issues in customer engagement before they escalate

Project scope

- Customer journey mapping:
  - o analyse the end-to-end customer journey to identify touchpoints, challenges and opportunities for improvement
  - o focus on key areas such as onboarding, support and post-purchase engagement
- Data-driven insights:
  - o collect and analyse customer data, including feedback, complaints and satisfaction scores, to understand behavioural trends and preferences
  - o use techniques such as SWOT analysis and root cause analysis to identify areas for strategic enhancement
- Stakeholder collaboration:
  - o work with customer-facing teams (such as sales, marketing and support) to gather insights and develop solutions collaboratively
  - o engage key internal stakeholders to align proposed solutions with business objectives
- Improvement strategies:
  - o propose and evaluate strategies for process optimisation, technology enhancements or personalised customer engagement practices
  - o develop a roadmap for implementing the proposed solutions while monitoring and measuring impact on customer relationships

4. How business analysis approaches to stakeholder analysis and management can be used to identify business challenges

Project purpose

- Identify and address business challenges:
  - use structured business analysis techniques for stakeholder analysis and management to uncover underlying business challenges that may hinder organisational success
  - ensure alignment between stakeholder needs and organisational goals by understanding diverse perspectives
- Enhance decision-making:
  - facilitate informed decision-making by identifying stakeholder-driven challenges and prioritising areas requiring immediate attention
- Foster collaboration:
  - build stronger relationships with stakeholders to promote transparency and collaboration in addressing identified challenges

Project scope

- Stakeholder identification and mapping:
  - identify key stakeholders across various levels and assess their influence, interest and concerns
  - create visual tools such as stakeholder maps or power/interest grids to categorise stakeholders effectively
- Stakeholder engagement and feedback:
  - develop methods to gather stakeholder insights, such as interviews, surveys and focus groups, to uncover hidden business challenges
  - focus on understanding stakeholder pain points, areas of conflict or gaps in current business practices
- Analysis of stakeholder dynamics:
  - examine how stakeholder relationships and interactions impact business operations and contribute to challenges
  - identify areas of misalignment between stakeholders and business objectives
- Business challenge identification:
  - use stakeholder feedback and analysis to identify recurring themes, risks or inefficiencies within business processes
  - highlight specific challenges related to communication, resource allocation or operational priorities

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