



# De impact van AI op de Business Analist

*Hoe AI de rol van de Business Analist kan veranderen*

Vorbereid door:

**Joris Schut**

Vorbereid voor:

**DREAM 2024**

# JORIS SCHUT (CBAP, CISA, CRISC, CGEIT, CIPP/e, AIGP)

*Business Advisor op het gebied van data management*



*Organisaties waar ik bij betrokken ben*

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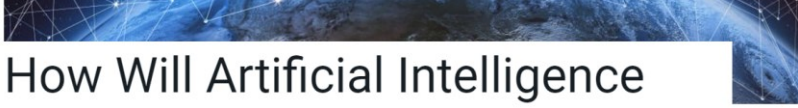




## Agenda voor vandaag

1. Introductie
2. Hoe de impact van AI op de Business Analyst te bepalen
3. De impact van AI op de Business Analyst
4. Key take-aways





# How Will Artificial Intelligence Affect Jobs 2024-2030

MARK TALMAGE-ROSTRON  
JANUARY 10, 2024 · 13 MIN READ

## Als je het nieuws moet geloven neemt AI straks je baan over

f t in  
ARTIFICIAL INTELLIGENCE  
ONLINE JOBS TECH JOBS  
UPSKILL RESKILL

1. Introductie



VIDEO LIVE SHOWS ELECTIONS 538 SHOP

### AI will shrink workforces within five years, say company execs

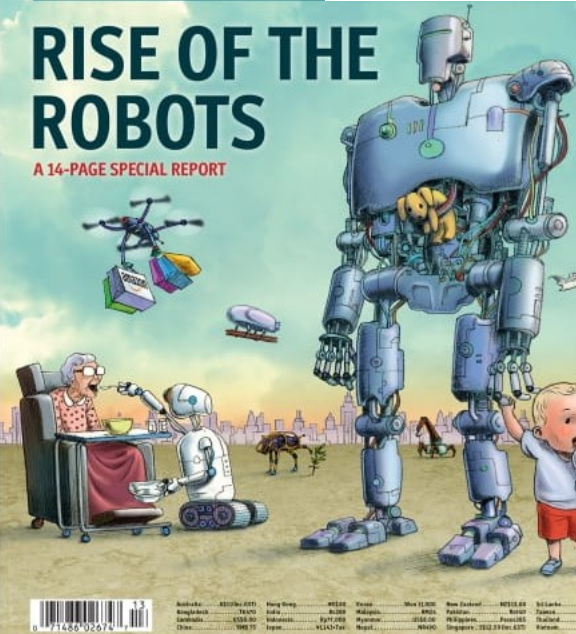


By Anna Cooban, CNN  
2 minute read · Published 10:01

#### AI Will Transform the Global Economy. Let's Make Sure It Benefits Humanity.

AI will affect almost 40 percent of jobs around the world, replacing some and complementing others. We need a careful balance of policies to tap its potential

Kristalina Georgieva  
January 14, 2024



### AI could eliminate nearly 8 million jobs in UK, study shows

The technology could herald a "job apocalypse," the study said.

By Max Zahn  
Ma FORBES > LEADERSHIP > CAREERS



### Klarna's AI Assistant Is Doing The Job Of 700 Workers, Company Says

Jack Kelly Senior Contributor  
Jack Kelly covers career growth, job market and workplace trends.

#### Recent data shows AI job losses are rising, but the numbers don't tell the full story

PUBLISHED SAT, DEC 16 2023 9:33 AM EST | UPDATED SAT, DEC 16 2023 5:44 PM EST

Rachel Curry @WRITINGSOPRACH

### Why there will be plenty of jobs in the future — even with artificial intelligence

Feb 26, 2024

# A.I.'s Threat to Jobs Prompts Question of Who Protects Workers

Tens of millions of jobs could be automated by generative artificial intelligence. The makers of new technologies are looking to the government to step in.

### AI is coming for Hollywood scriptwriters - this is how they are going to do it

Artificial intelligence mashups of Lord of the Rings, Pixar and Wes Anderson are amusing novelties, but how long before the robots are generating whole screenplays - and can we be sure they're not already?



GPT-4: Not a replacement! How AI can enhance our jobs, not eliminate them

Susan Perez  
17 May 2023  
6 min read

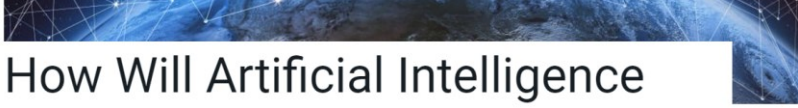
NATIONAL GEOGRAPHIC



de ROBOTS komen eraan  
Maar komen ze in vrede?

STRUISVOGELS SLIMME OVERLEVERS | CYBERSECURITY WAPENWEDLOOP OP HET WEB





# How Will Artificial Intelligence Affect Jobs 2024-2030

MARK TALMAGE-ROSTON  
JANUARY 10, 2024 · 13 MIN READ

## Maar wat betekent dit voor de Business Analyst?

f t in  
ARTIFICIAL INTELLIGENCE  
ONLINE JOBS TECH JOBS  
UPSKILL RESKILL

### 1. Introductie

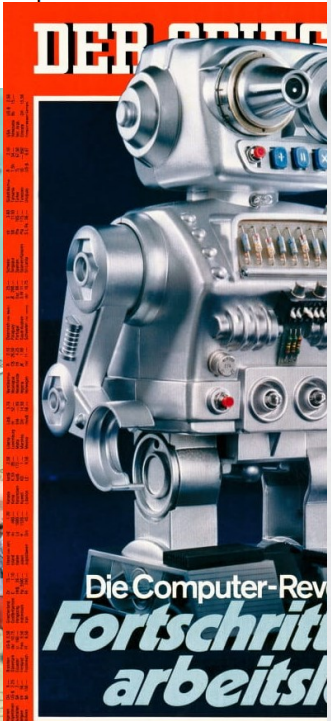
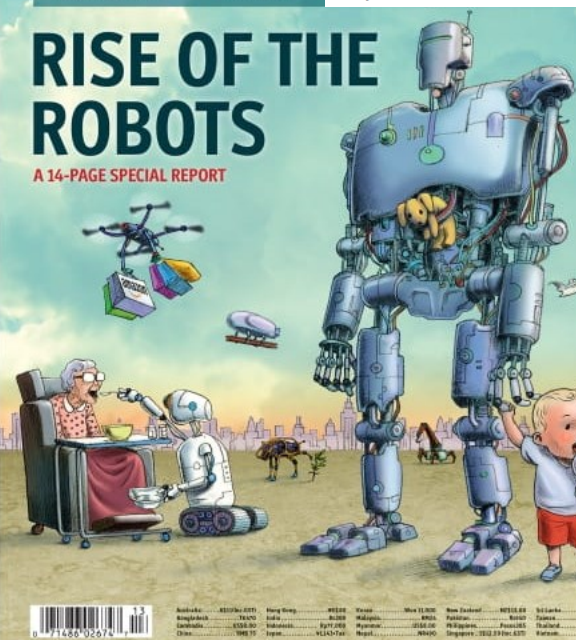
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# A.I.'s Threat to Jobs Prompts Question of Who Protects Workers

Tens of millions of jobs could be automated by generative artificial intelligence. The makers of new technologies are looking to the government to step in.

538 SHOP

## 1 million jobs in UK,

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Share

## AI is coming for Hollywood scriptwriters - this is how they are going to do it

Artificial intelligence mashups of Lord of the Rings, Pixar and Wes Anderson are amusing novelties, but how long before the robots are generating whole screenplays - and can we be sure they're not already?



## What Is Doing to Workers,

### GPT-4: Not a replacement! How AI can enhance our jobs, not eliminate them

Susan Perez  
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6 min read

Losses are not tell the

## Jobs in the intelligence

## NATIONAL GEOGRAPHIC



## de ROBOTS komen eraan

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STRUISVAGELS SLIMME OVERLEVERS | CYBERSECURITY WAPENWEDLOOP OP HET WEB





## 2. Hoe de impact van AI op de Business Analist te bepalen

# Wat is er nodig om de impact van AI op de Business Analist te bepalen

2. Hoe de impact van AI op de Business Analist te bepalen



**Hoe kunnen we de impact van AI meten?**



**Wat zijn de taken van een Business Analist?**

*Aanname: het gebruik van AI is toegestaan binnen de organisatie waar u werkt (anders is er immers geen impact).*

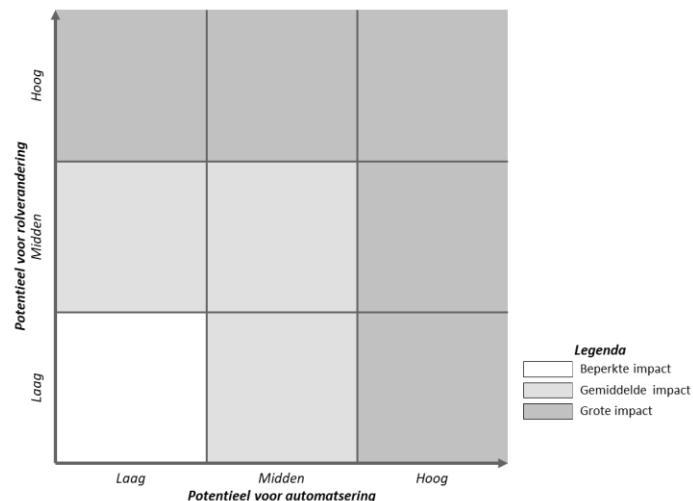


# Hoe kunnen we de impact van AI meten?

2. Hoe de impact van AI op de Business Analyst te bepalen



*Data over beide aspecten is nog erg schaars als het gaat om BA werkzaamheden<sup>1</sup>. Als gevolg hiervoor is kan er op dit moment slechts een inschatting gedaan worden op beide aspecten.*



1. Veel van de voorspellingen m.b.t. de impact van AI die worden genoemd door adviesbureaus zijn gebaseerd op modellen die trends extrapoleren en scenario's simuleren. Beschikbare resultaten van recente implementaties zijn beperkt en richten zich op verbeteringen op de korte termijn i.p.v. de langere termijn en zijn vaak afhankelijk van context specifieke factoren.





# Wat zijn de taken van een Business Analyst?

2. Hoe de impact van AI op de Business Analyst te bepalen

## Strategie & analyse



*Strategische analyse*



*Data analyse*

## Requirements



*Requirement elicitation*



*Requirement analyse*



*Validatie en testen*

## Processen



*Proces beschrijving*



*Proces verbetering*



*Verander-  
management*



*Documentatie*

## Ondersteunende taken



*Stakeholder  
management*



*Communicatie*



*Project management  
ondersteuning*

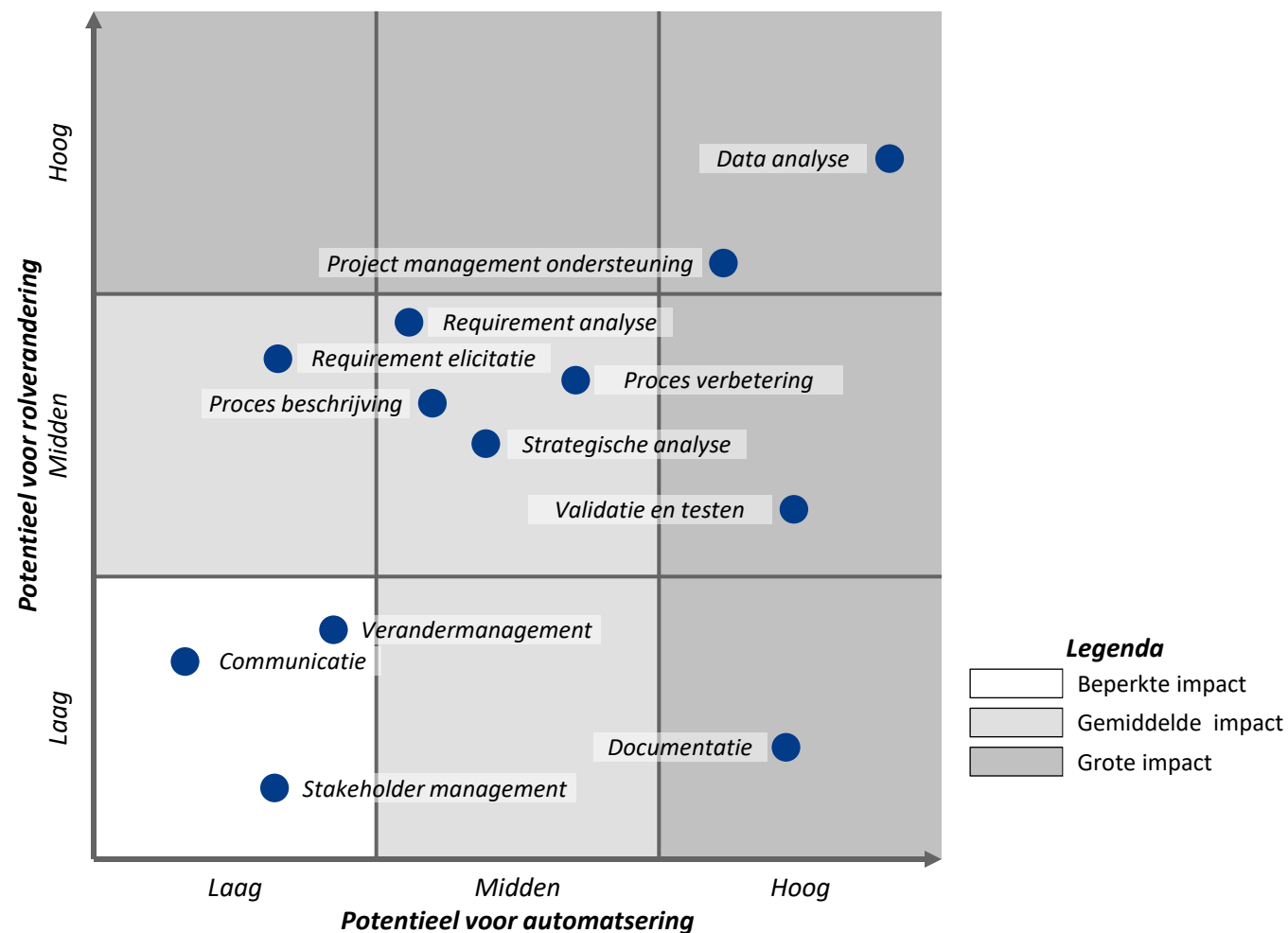
A group of people are sitting around a wooden table in a meeting room, working on laptops. One person in the foreground is wearing a headset. The room has wood-paneled walls and a window in the background.

### 3. De impact van AI op de Business Analyst



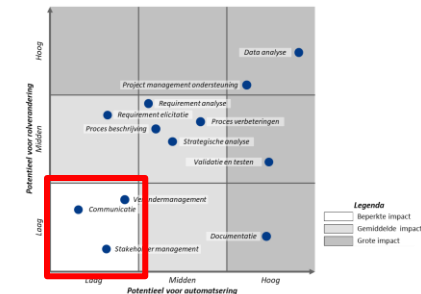
# Op basis van een combinatie van de indicatoren om AI-impact te meten en de kerntaken van de Business Analyst kan de impact van AI op de rol van Business Analyst bepaald worden

## 3. De impact van AI op de Business Analyst



# Taken waar een beperkte impact van AI verwacht is

## 3. De impact van AI op de Business Analystist



### Communicatie

Maken van FAQs

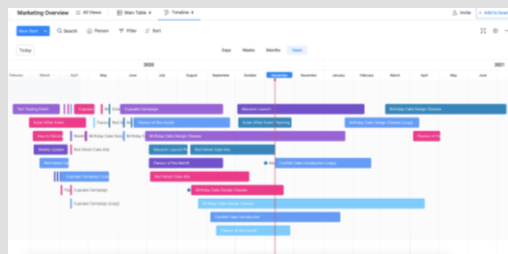


Virtuele assistent

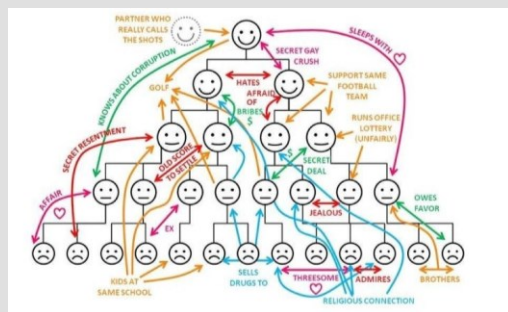


### Stakeholder management

Agenda management



Bijhouden van interacties



### Verandermanagement

Verbeteren van veranderplannen



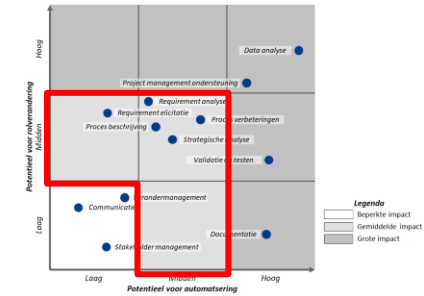
Adoptie verbeteren





# Taken waar AI een gemiddelde impact kan hebben

## 3. De impact van AI op de Business Analystist



### Proces beschrijving & -verbetering

#### Proces mining

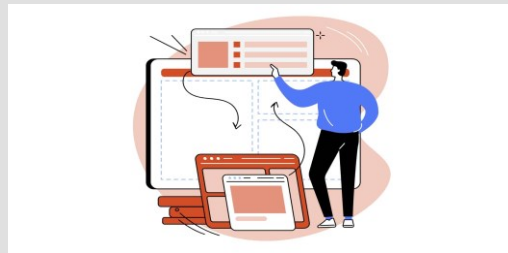


#### Herontwerp processen

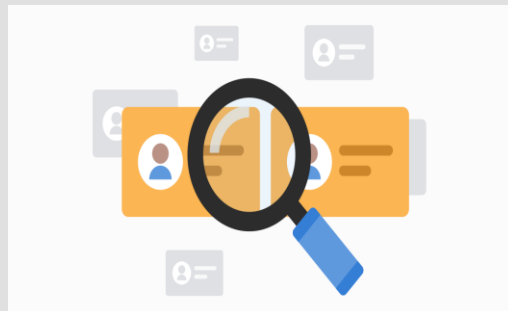


### Requirement elicitation & -analyse

#### Schrijven van concept requirements



#### Ontdubbelen van requirements



### Strategische analyse

#### Trend analyse



#### Generatie van persona's

**Persona Alex**



**Day to day**  
Alex is a mid-level professional who enjoys going to the gym and reading. She is highly motivated and is always looking for ways to improve her skills. She is a member of several professional organizations and is active in her community. She is a member of several professional organizations and is active in her community. She is a member of several professional organizations and is active in her community.

**Main needs**  
Alex needs a flexible work schedule that allows her to spend time with her family. She also needs a professional development program that offers her the opportunity to learn new skills and advance her career. She is also looking for a company that values work-life balance and offers flexible work arrangements.

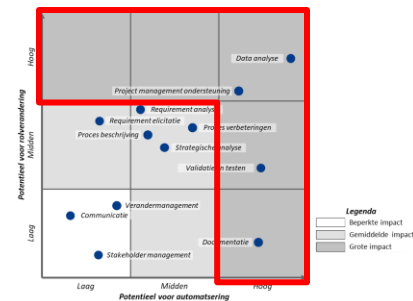
**Introduction**  
Alex is a female professional, 38 and is a member of several professional organizations. She is highly motivated and is always looking for ways to improve her skills. She is a member of several professional organizations and is active in her community. She is a member of several professional organizations and is active in her community.

**Main pain points**  
Alex needs a flexible work schedule that allows her to spend time with her family. She also needs a professional development program that offers her the opportunity to learn new skills and advance her career. She is also looking for a company that values work-life balance and offers flexible work arrangements.



# Taken waar AI een grote impact kan hebben

## 3. De impact van AI op de Business Analystist



### Data analyse

### Project management ondersteuning

### Validatie & testen

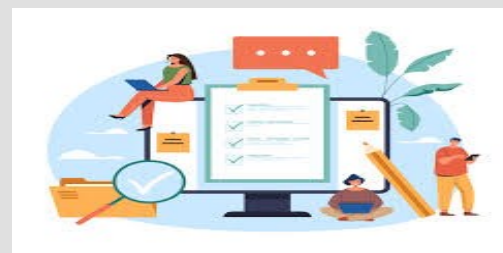
#### Data veredeling



#### Ondersteuning van beslissingen



#### Schrijven van acceptatiecriteria



#### Initiële analyses



#### Planning



#### Testen van requirements





A person wearing a blue suit jacket and dark trousers is walking, carrying a brown leather briefcase. The background is a light, textured surface.

## 4. Key take-aways

# Ter samenvatting

## 4. Key-take aways

### 1. Introductie

- AI kan leiden tot het verdwijnen van banen maar ook voor de creatie van nieuwe banen.
- Bestaande rollen hebben de potentie om een andere invulling te krijgen door de opkomst van AI.

### 2. Hoe de impact van AI op de Business Analist te bepalen

- Om de impact van AI te bepalen op rol van Business Analist is het van belang om te kijken naar de potentie die deze technologie heeft om (delen van) de rol te automatiseren en de potentie om (delen van) de rol te doen veranderen.
- De rol van Business Analist is heel breed en wordt verschillend ingevuld. Desalniettemin kunnen taken van de Business Analist beschreven worden op basis van curricula van de verschillende aanbieders van certificeringen.

### 3. De impact van AI op de Business Analist

- Taken met een lage impact: communicatie, stakeholder management en verander management.
- Taken met een gemiddelde impact: proces beschrijving & -verbetering, requirement elicitation & -analyse en strategische analyse.
- Taken met een hoge impact: data analyse, project management ondersteuning en validatie & testen.

### 4. Key take-aways

- AI heeft impact op de Business Analist rol maar vervangt deze niet!
- Omarm AI maar blijf kritisch op de resultaten!
- De enige manier om te zien waar AI waarde kan toevoegen voor u (of niet) is door er mee aan de slag te gaan!



## Maar wat betekent dit voor u?

### 4. Key-take aways



***AI heeft impact op de Business Analyst rol maar vervangt deze niet!***



***Omarm AI maar blijf kritisch op de resultaten!***



***De enige manier om te zien waar AI waarde kan toevoegen (of niet) voor u is door er mee aan de slag te gaan!***

## Wil je meer weten?



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[www.bearingpoint.com](http://www.bearingpoint.com)

**Lees meer over dit onderwerp op onze blog:**

[www.bearingpoint.com/en-nl/insights-events/blog](http://www.bearingpoint.com/en-nl/insights-events/blog)



# Vragen



## 5. Bijlage



# Link naar artikelen waar naar verwezen wordt in de presentatie

## 5. Bijlage

### Introductie

- Klarna's AI Assistant Is Doing The Job Of 700 Workers, Company Says ([link](#))
- AI is coming for Hollywood scriptwriters – this is how they are going to do it ([link](#))
- A.I.'s Threat to Jobs Prompts Question of Who Protects Workers ([link](#))
- AI will shrink workforces within five years, say company execs ([link](#))
- AI Will Transform the Global Economy. Let's Make Sure It Benefits Humanity ([link](#))
- AI could eliminate nearly 8 million jobs in UK, study shows ([link](#))
- Recent data shows AI job losses are rising, but the numbers don't tell the full story ([link](#))
- Why there will be plenty of jobs in the future — even with artificial intelligence ([link](#))
- GPT-4: Not a replacement! How AI can enhance our jobs, not eliminate them ([link](#))
- How Will Artificial Intelligence Affect Jobs 2024-2030 ([link](#))

### Hoe de impact van AI op de Business Analyst te bepalen

- Exploiting the AI Revolution ([link](#))
- The economic potential of generative AI ([link](#))
- Reinvention in the age of generative AI ([link](#))
- The state of AI in 2023: Generative AI's breakout year ([link](#))
- Sizing the prize ([link](#))
- The State of Generative AI in the Enterprise ([link](#))
- Generative AI and the Future of Work ([link](#))