

Project Management Update from Bolivia



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PMI Santa Cruz Bolivia Chapter

New emerging community: “Business Analysis Bolivia”

Text extracted from (Business Analysis for Practitioners – A Practical Guide by PMI)

It is expected that the number of jobs in business analysis will increase by 19% by the year 2022, according to the U.S. Bureau of Labor Statistics. This study shows a growing need for qualified professionals. Analysis of business projects and programs allows organizations to *implement changes and achieve their strategic objectives.*

PMI - PBA® certification highlights the capacities of professionals in the area of business analysis. Shows his skills to work effectively with stakeholders and to define the business requirements, give shape to the results of the project and promote successful business results.

For many organizations the effective business analysis it is not an integral part of the project. As a result projects do not end up delivering the expected business value. In 2014 PMI reported the following data:

- *In the past 12 months, 64% of complete projects achieved their business objectives*
- *In the past 12 months, 16% of projects that started had serious failures of conceptualization*
- *37 percent of organizations reported that a primary cause of failure of their projects was the inappropriate identification of requirements.*

Poor requirements management is the second cause of failure in projects

In Bolivia, the situation is not different to that in other parts of the world; the competences of business analysis as an integral part of the triangle of talent is an imminent need for Bolivian

project leaders, if we want projects that are really aligned to corporate strategy and deliver real value to the business results.

Faced with this imminent need arises an initiative led by Oscar Siles, PMP, Bolivian professional widely recognized; that in a very creative and innovative way started a virtual community through the professional social network LinkedIn; for Bolivian professionals interested in learning and sharing knowledge about business analysis, shortly after the opening of the Community, membership went growing and growing; the interesting thing is that not only are Bolivian professionals but from other countries in Latin America that began immediately to collaborate and contribute in the discussion forums.

Oscar Siles, PMP-founder of the first community of Business Analysis in Bolivia says:

"Thinking about the results of the business without thinking about the success of the projects can lead to unforeseen paths inside the organizational strategy. The key element that articulates these variables without a doubt any is business analyst, major player in the global context of today's organizations.

Aligned with the paradigmatic concepts of management strategic and effective, a group of professionals involved with PMI standards faces the initiative of creating the first business analysis community in Bolivia in the second quarter of 2014, initially through social networks, having obtained very good response from the local professional community and from other countries that were gradually folding to this initiative. Subsequently, under a process of maturation, formalized the relationship with the PMI Santa Cruz Bolivia Chapter, whose milestone was marked at a Conference opened about the business analyst and his role as articulator between the business strategy and the success of the projects. Then, the BA community was created as a response to a real need, perceived in the middle professional and business Bolivian specialized professionals able to integrate the strategic needs of the business and interested with the products generated by the projects.

"The BA Bolivia Chapter PMI Santa Cruz community pursues as central objective promote the profession of business analysis, disseminating best practices through knowledge sharing, create spaces of analysis, debates, promotions and empowerment of professionals involved in the same"



**Oscar Siles,
PMP**
presentando a la
Comunidad
Business Analysis
Bolivia

The community has important local and international professionals who bring their ideas and expertise by way of strengthening this innovative practice.

As **Roger Ramirez, MSc, PMP** - Corporate Strategy and PMO Manager at Serpetbol, said in the Community Forum:



"The business analyst and its role to serve 47% of problems in not successful projects" - PMI in the Pulse of the Profession ® published in August 2014 finds as major problems of not successful projects to offsets in reach, poor communication, inadequate involvement of stakeholders and inadequate support from the sponsor, all these problems have something in common : THE REQUIREMENTS. Now, requirements management is only part of the role of the business analyst, since its role starts much before the start of the projects and extends beyond its conclusion.

Hope this community get to provide a supportive environment to form new business analysts that soon begin to certify as *PMI - PBA* ® and produce mature organizations as regards business analysis to increase the chances of having successful projects properly aligned to corporate strategies.

All interested parties are invited to join our community of business analysis

<https://www.linkedin.com/groups/Business-Analysis-Bolivia-Community-Chapter-6755865>

About the Author



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Rocio Zelada, MBA, PMP, SDI L1 is the Executive Director of Bolivia - Practical Thinking Group and current president of the PMI Santa Cruz Chapter (2014-2016). She is also a consultant, instructor and facilitator of various courses, workshops and seminars on leadership, project management, business analysis, personal relationship and related topics. Her previous experience includes operations manager with Axxon Consulting Bolivia; systems developer, project manager and specialist in business development for YPFBTransporte; technical advisor for Microsoft Bolivia; and project manager in the energy to market sector.

Rocio holds a Bachelor of Science degree in Systems Engineering and a Master's degree in Business Administration, with specialization in project management. In addition to her PMP® certification from the Project Management Institute (PMI®), she is a Certified Facilitator (SDI L1-Personal Strengths) and a Microsoft Certified .NET Professional (ASP.NET). She has experience and solid knowledge in project management; business analysis and process reengineering; design, programming, implementation, testing and management of information systems and technology, including ITIL, COBIT and ERP systems; software architecture; object oriented programming; processes for management of transport of hydrocarbons; education and knowledge transfer; human talent, interpersonal relationships and conflict management; and corporate change management.

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