Documentation Matters

10 years: consulting
20 years: Salesforce
30 years: BA & change

Ian Gotts
CEO & founder

E: ian@elements.cloud
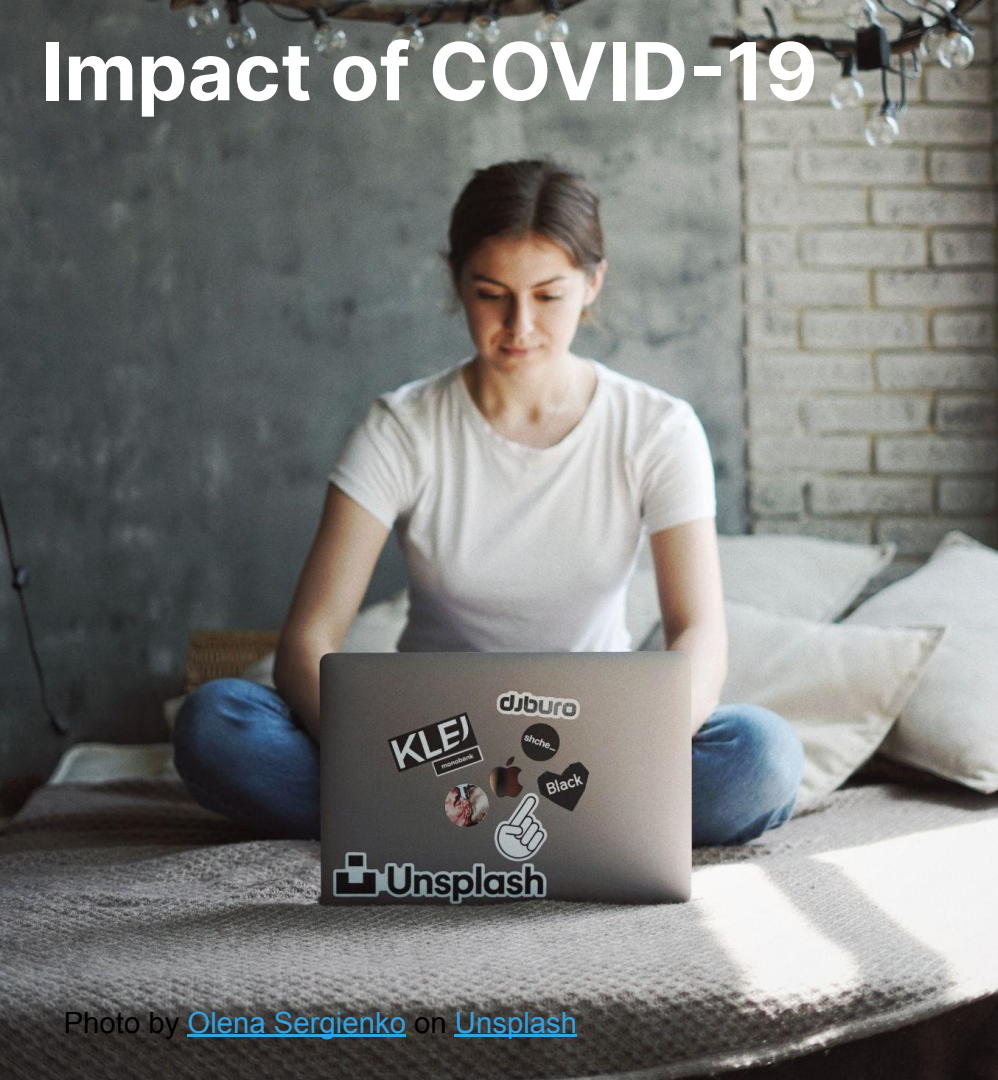LI: /iangotts

Impact of COVID-19

Impact of COVID-19

Content
Connections
Context

Every company is a technology company

Operations

Change Intelligence

Drive and measure adoption

Capture & validate requirements

Define work items

Assess impact changes

Test & deploy to production

Configure and build solutions

DevOps
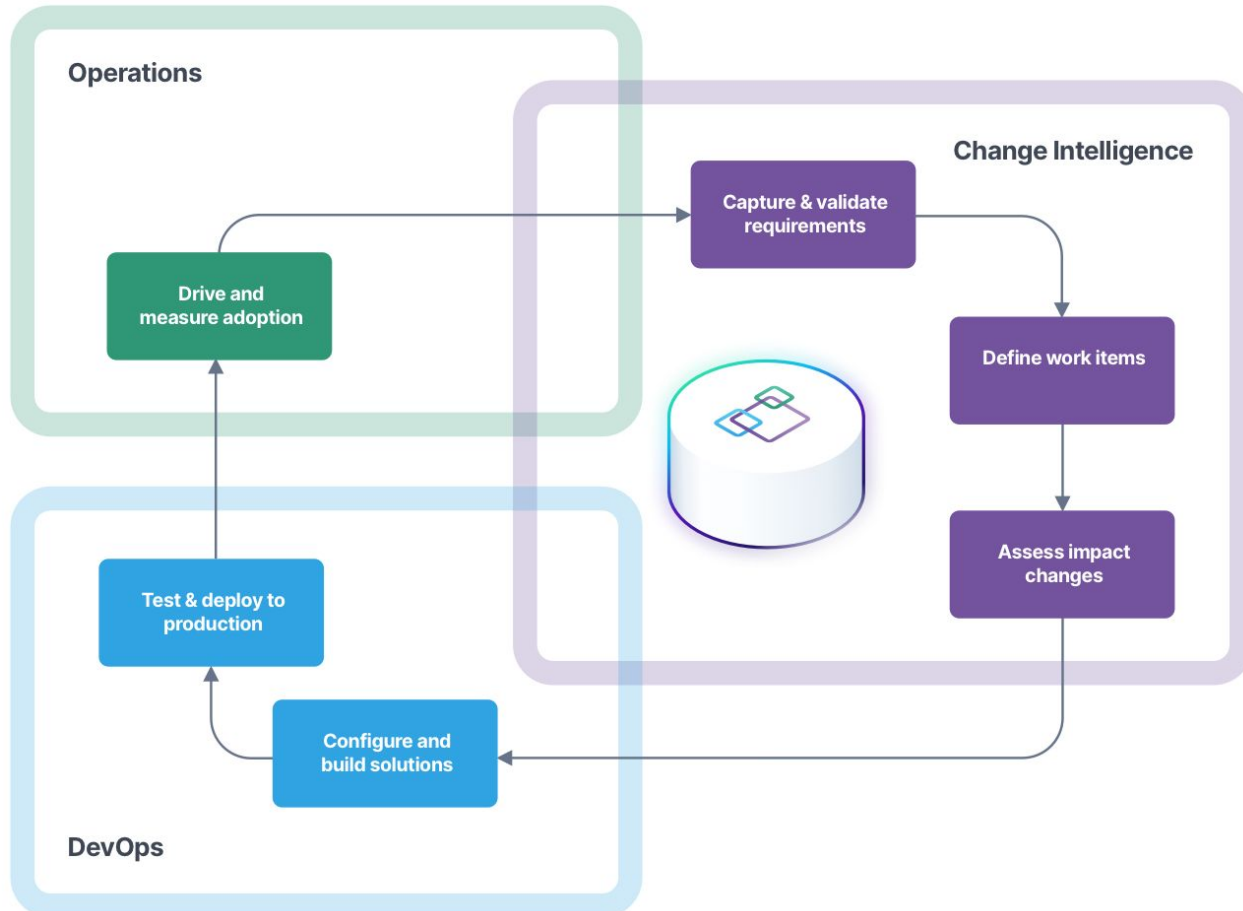
The faster we go,
the farther we go in
the wrong direction

Elements
.cloud

Business Analysis documentation drives lifecycle
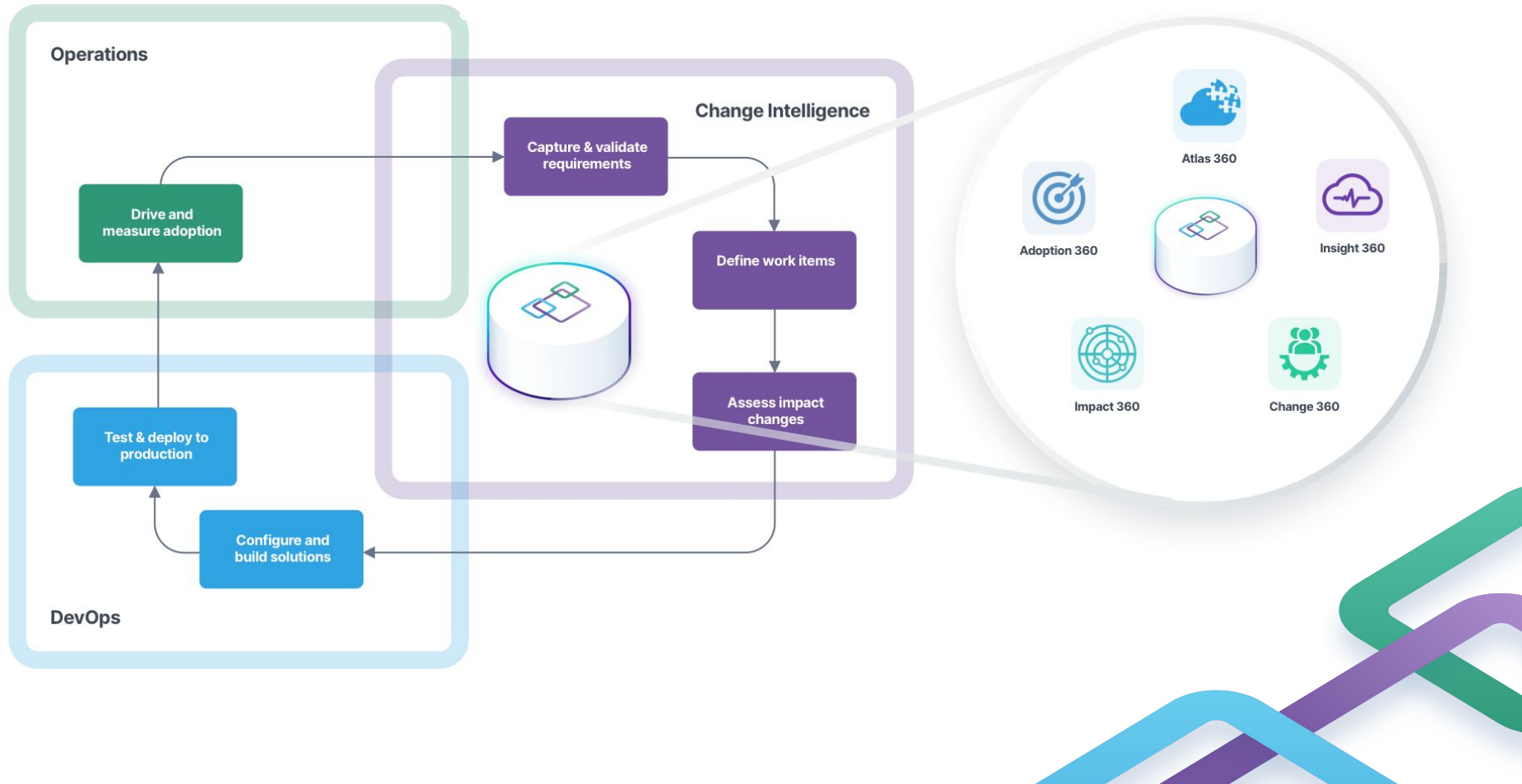
Business Analysis documentation: content

1

User Feedback &
Change initiatives
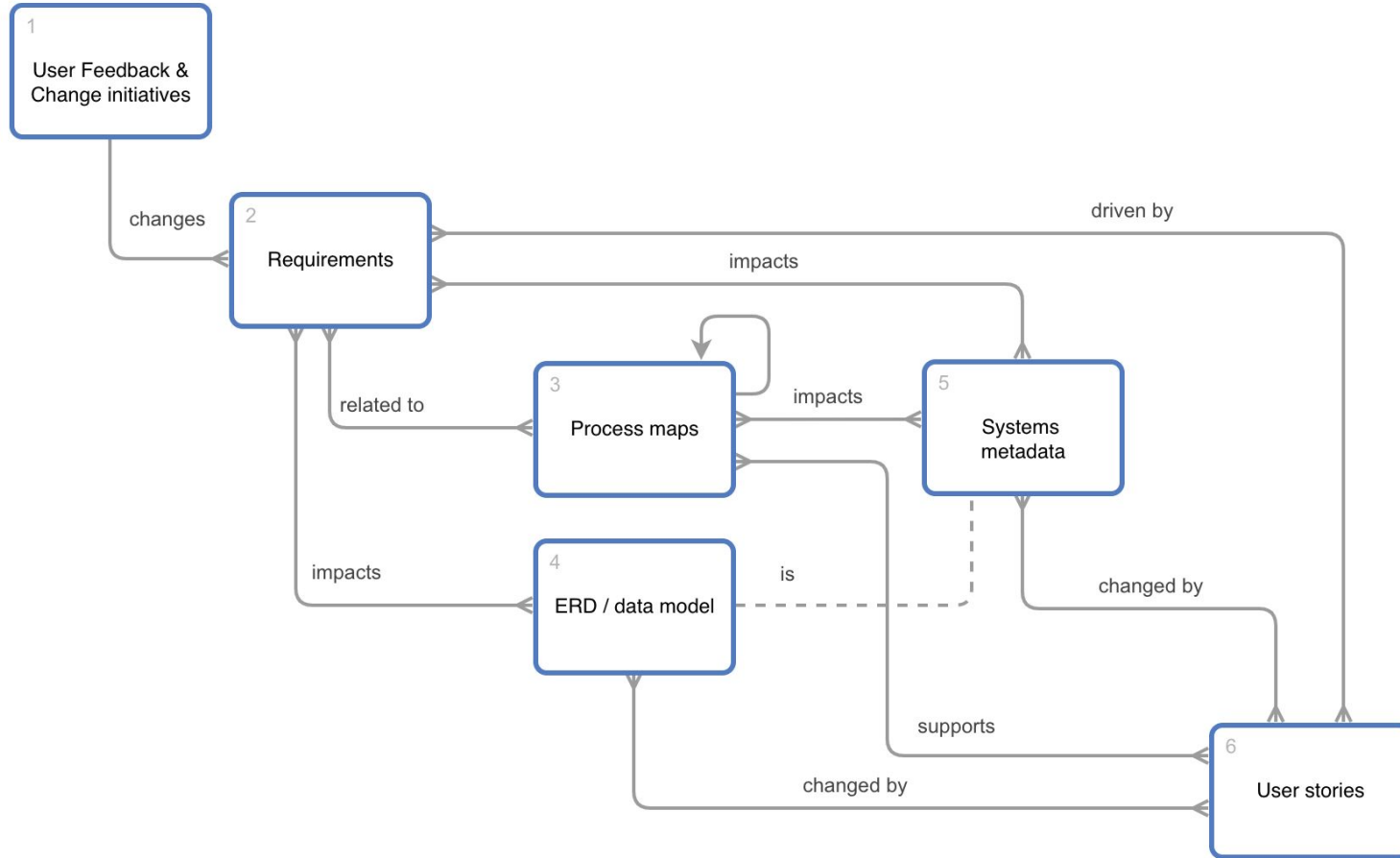
2

Requirements

3
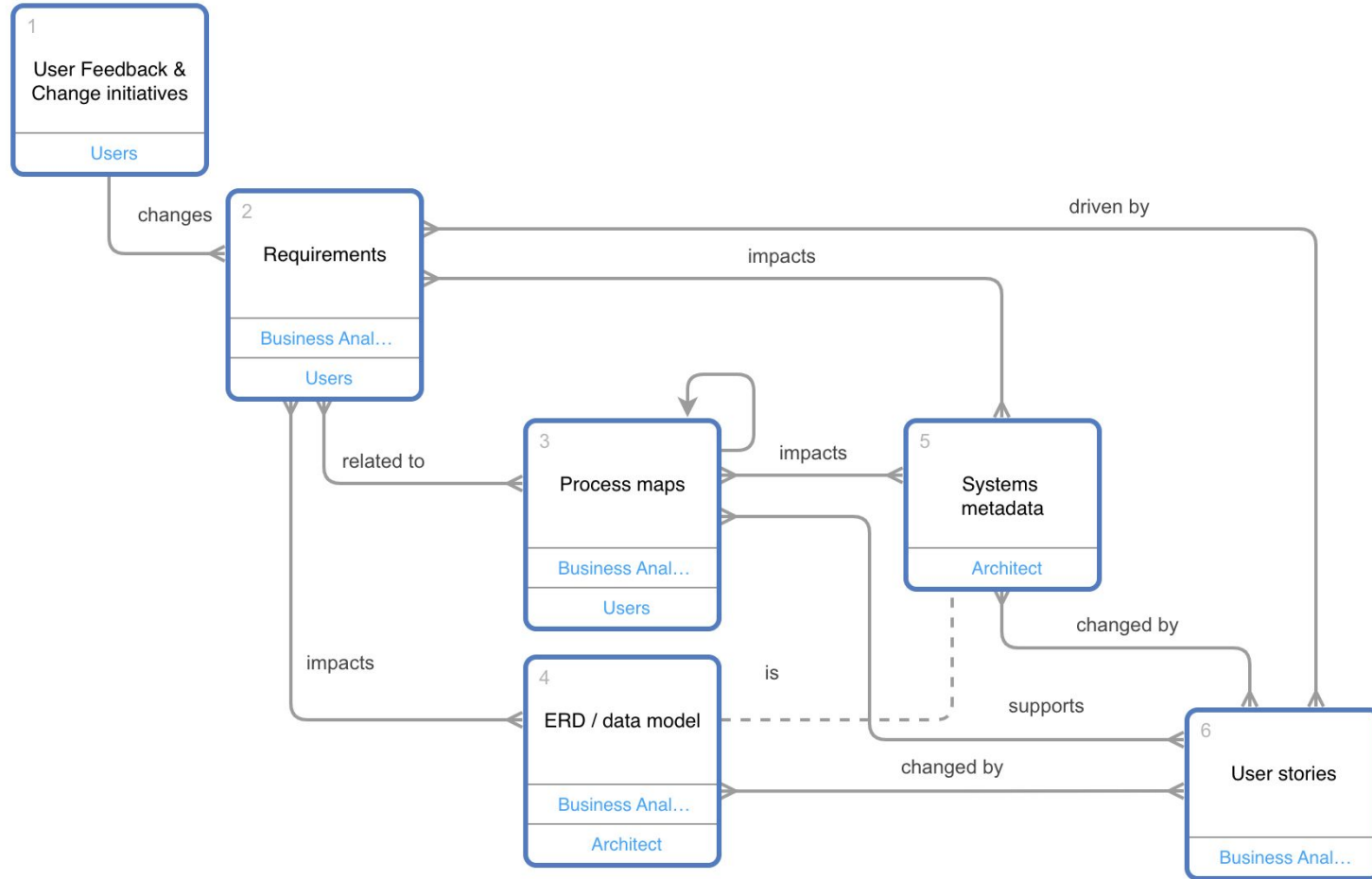
Process maps

5

Systems
metadata

4

ERD / data model

6

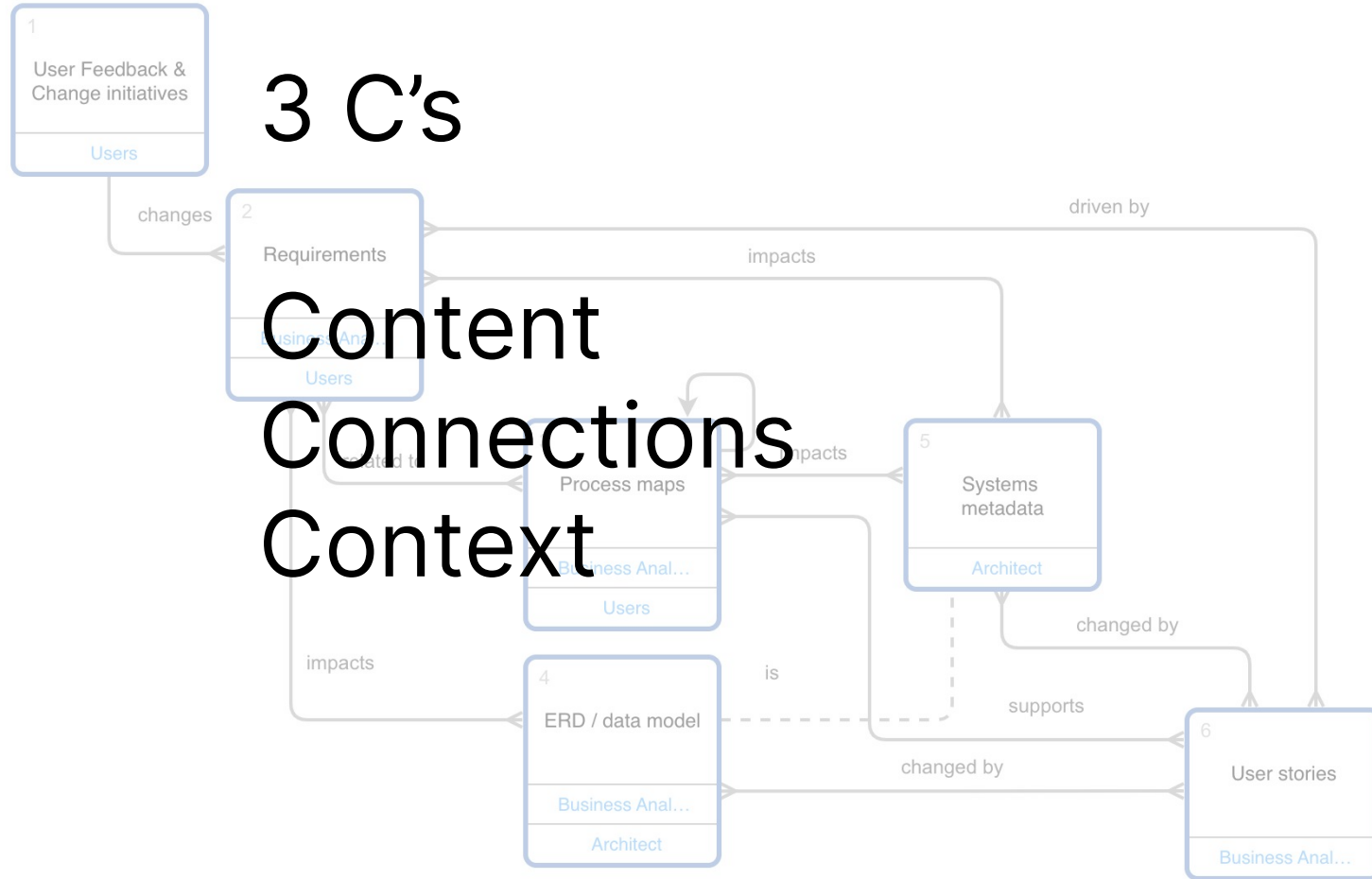User stories

Business Analysis documentation: connections

1 User Feedback & Change initiatives

changes

2 Requirements

driven by

impacts

related to

3 Process maps

impacts

5 Systems metadata

impacts

4 ERD / data model

is

changed by

impacts

supports

changed by

6 User stories

Business Analysis documentation: context

3 C's

Content
Connections
Context

A worked example

Key takeaways

Every company is technology company

Every BA need to think like citizen developer

Documentation accelerates not slows change

Content, Connections, Context

Documentation Matters

10 years: consulting
20 years: Salesforce
30 years: BA & change

Ian Gotts
CEO & founder

E: ian@elements.cloud
LI: /iangotts