Strategic Plan

Adopted: February 21, 2024

Updated: February 13th, 2025

Chapter: IIBA Greater London Ontario (GLO)

Strategic Objective

To promote business analysis professions and create awareness in the Greater London Ontario region

Strategic Priorities

Career Development Programs and Events: • Design, implement and continuously update a program of career development events, including workshops, guest speaker series, hobnobs, etc, attracting guest speakers with experience in various domains to share valuable insights and knowledge with IIBA members, students and prospective business analysts, with a target to host a minimum of twelve (12) Chapter events annually.
Business Analysis Education and Certification Program: • Provide Business Analysis certification courses, through Chapter-developed contents and resources or by collaboration with IIBA Endorsed Education Providers (EEPs) to support IIBA certification candidates with quality training at affordable pricing.
Corporate Sponsorships: • Develop strategic collaborations and sponsorship with businesses and organizations in Greater London Ontario, to promote and strengthen the awareness of Business Analysis profession and unlock opportunities that will benefit corporate sponsors, IIBA GLO, Chapter members and the community at large.
Membership Support Program: • Create services and programs to attract new members, provide Chapter members with continuous professional support in their professional journeys (e.g interview preparation, resume reviews, job search advice, etc), devise lines of communication between members and Chapter's management and continuously update members with key Chapter information, programs and services.
Education Institution Collaborations: • Collaborate with Education Institutions within Greater London Ontario, especially those that offer Business Analysis programs, in order to design programs that meet the specific needs of students, and to promote Business Analysis profession on campuses.