

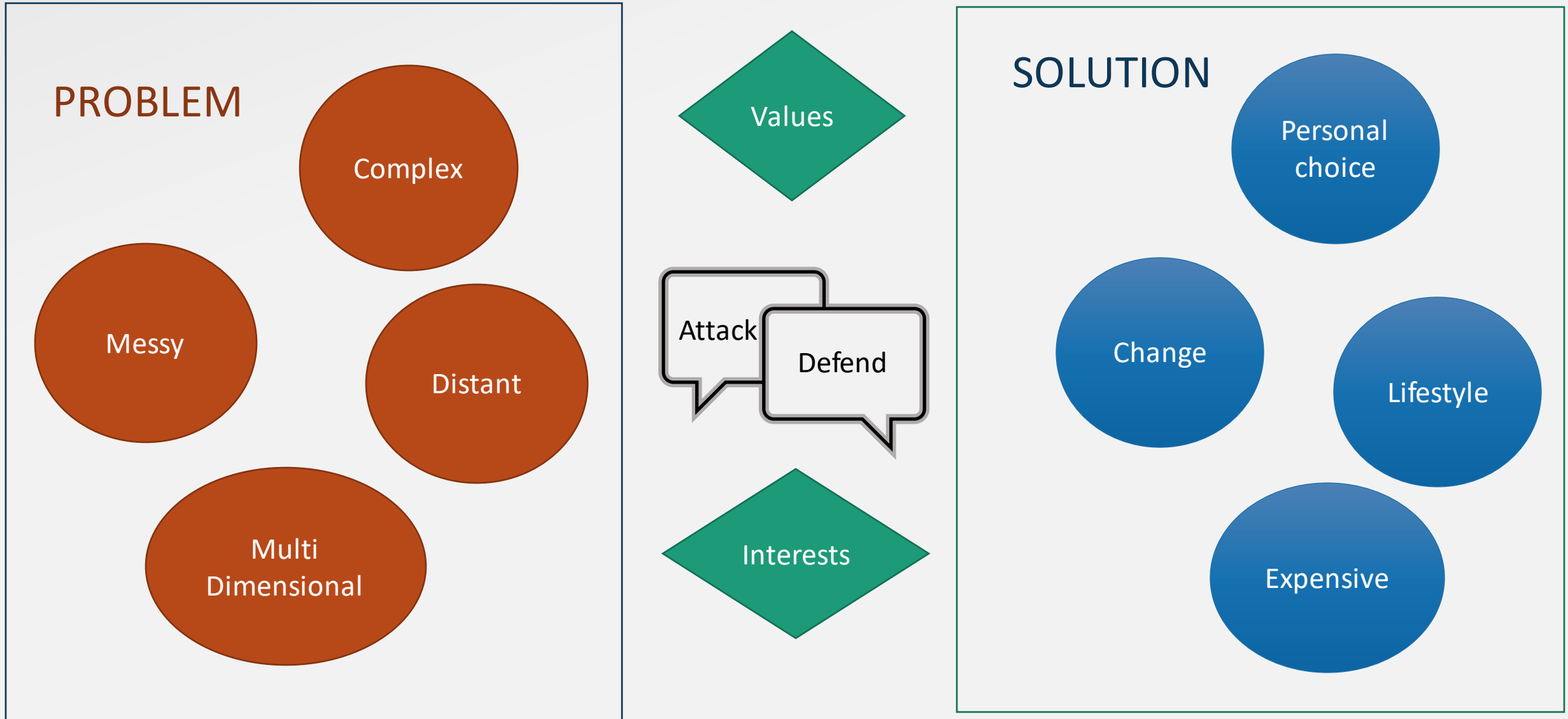
Sustainability in business

The role of a Business Analyst



LUMI CONSULT • RIIKKA HELLE

Perception of the problem and the solution





Why should businesses take the lead?

- Consumer has power but there are limits to the possibility for informed choice
- Businesses can move a lot faster than governments and regulators
- Businesses have the most power and influence

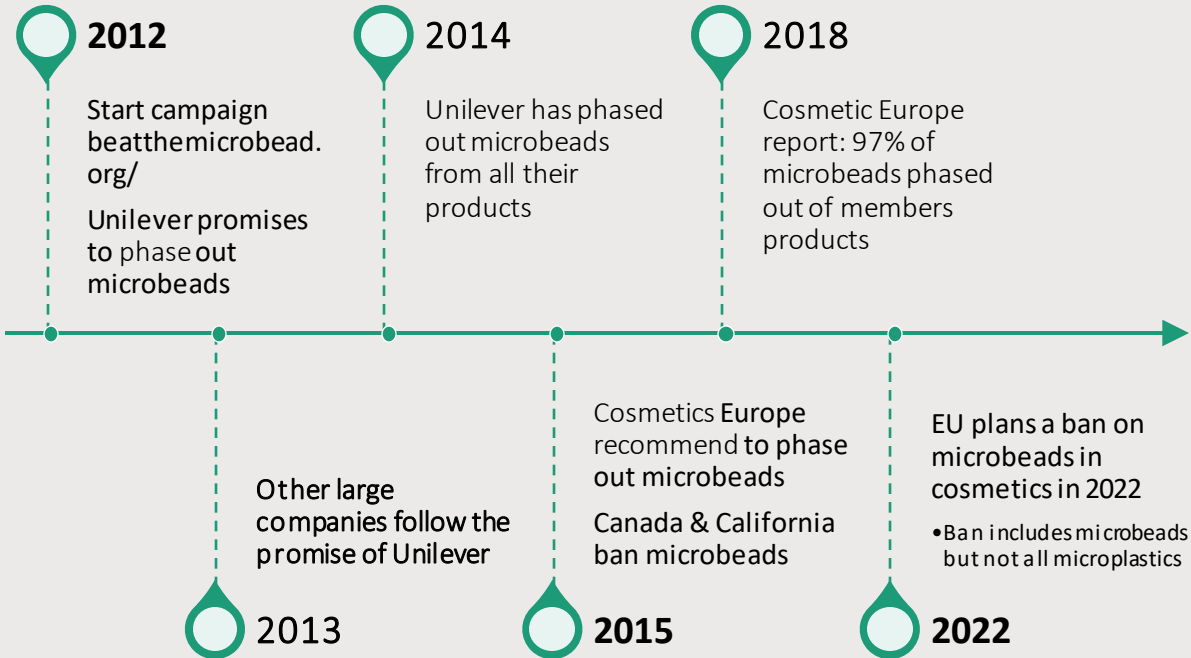
Informed choice by consumer

Microbeads and microplastics in cosmetics

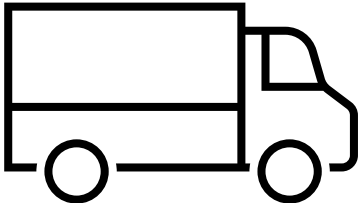
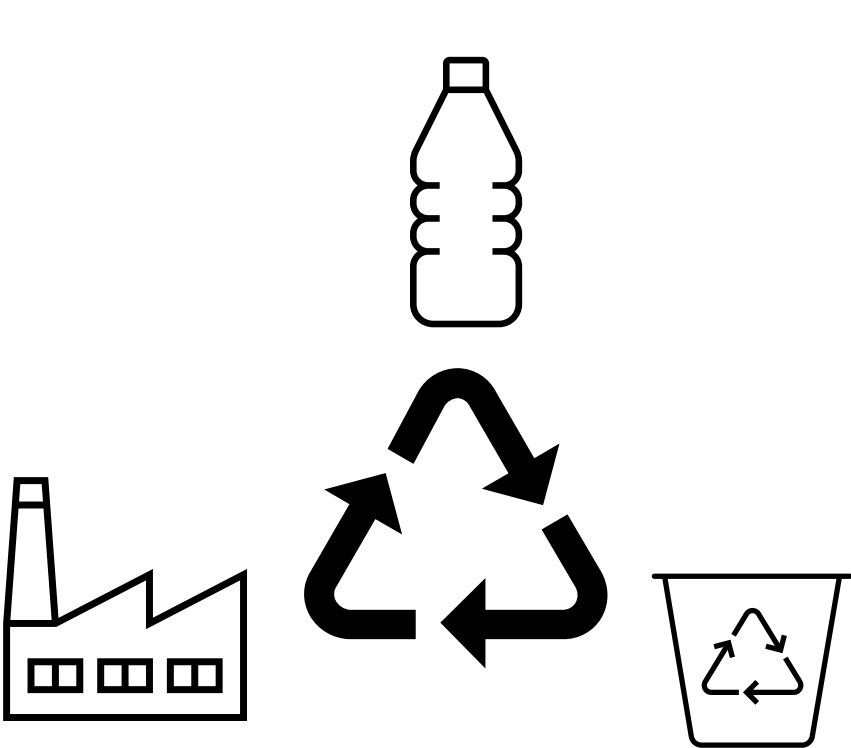
- Regular use of microbeads in cosmetics started in 1990's
- +500 known microplastic ingredients
- Almost impossible for a consumer to make an informed decision



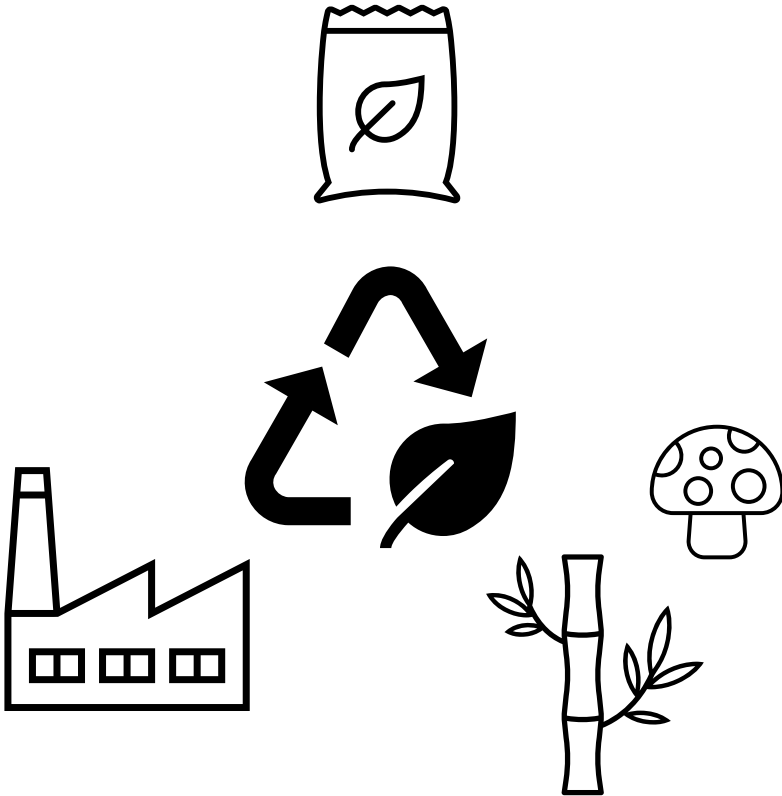
Business can move faster than government



Cradle to Cradle - Businesses can take the lead



more Kg = more CO²



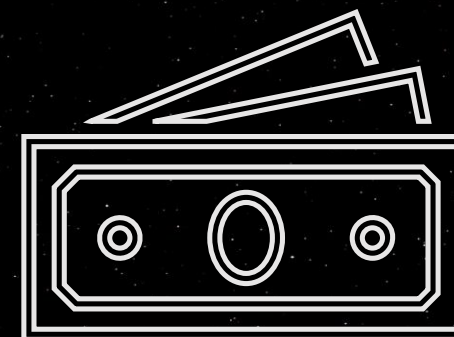
The 3 Ps of Sustainable Business



PEOPLE



PLANET



PROFIT

The role of a Business Analyst – Skills & Techniques

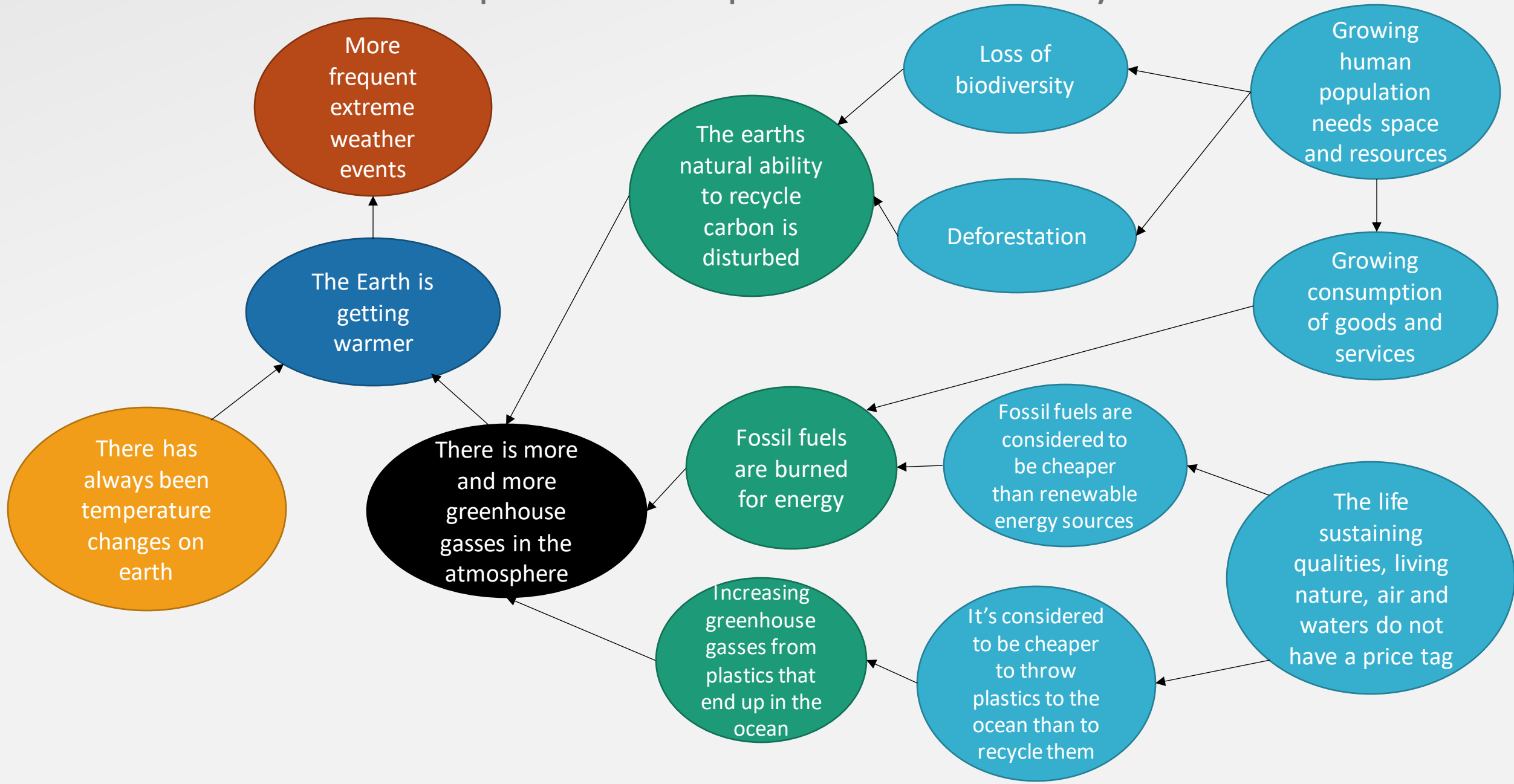
Business case – Need analysis
5 Whys - Multiple cause - Causal loops
LEAN techniques

Process analysis/BPMN - Value chain analysis
Project goals & Requirement analysis
User journeys

Stakeholder Analysis
Stakeholder Engagement & Management techniques
User & Role Analysis

Collaborative working skills
Negotiation skills
Organisational skills

Example: Multiple cause analysis



A stylized, handwritten-style logo for 'Lumi'. The word 'Lumi' is written in a thick, black, cursive font. The 'L' is a simple vertical line. The 'u' is a continuous curve. The 'm' and 'i' are formed by a series of connected, rounded humps. The 'i' has three small, solid black dots stacked vertically above it.

L U M I C O N S U L T • R I I K K A H E L L E