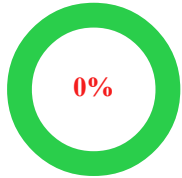


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Business Analysis involves looking at tasks and processes to understand what a business needs and suggest solutions that offer value. It helps identify the need for changes in how an organization operates and supports the implementation of these changes. A Business Analyst is a key person in this process, acting as both a mediator and a researcher. To work effectively with stakeholders and internal teams, one needs to be a good empathizer and patient, and must possess Emotional Intelligence.

Emotional Intelligence is the skill of understanding and managing your own emotions while effectively navigating and influencing the feelings of others.

It involves handling personal emotions, responding to oneself and others, expressing clearly, showing empathy, and communicating effectively.

When working as a Business Analyst, they start by gathering requirements, which means communicating with both internal and external stakeholders.

This process can sometimes involve differing opinions or conflicting views. There are five key aspects of Emotional Intelligence that are particularly important during this phase.

These five areas are defined by psychologist Daniel Goleman as:

- Self-awareness
- Self-control

c) Motivation

d) Empathy

e) Social Skills

A Business Analyst plays a crucial role in the development process by collecting the client's requirements.

This involves understanding what the client needs and what they expect from the project. To do this, the Analyst often creates wireframes, which are simple diagrams that show how the platform will be structured and how it will function. They also use various tools to map out the process flow, making sure each step is clearly defined and understood.

Each of these factors is important for a Business Analyst during the Requirement Gathering phase:

a) Self-awareness: A Business Analyst should be aware of their strengths, weaknesses, and be in control of their emotions when communicating with stakeholders.

They should not get impatient with vague requirements, but instead use their awareness of the topic to clarify the real needs.

b) Self-regulation: In this area, controlling emotions and maintaining clear thinking is essential, especially in difficult situations.

Conflicting requirements are not a sign of failure — they're a sign that diverse perspectives are being voiced. A Business Analyst with strong emotional intelligence can transform these disagreements into opportunities for alignment and innovation.

c) Motivation: This factor drives a Business Analyst to thoroughly gather requirements to meet the project's goals.

It means understanding the client's needs and delivering what is best for them. Being persistent in understanding stakeholders and ensuring accurate capture of requirements is essential in the important role of a Business Analyst.

d) Empathy: A Business Analyst must think from the perspective of the stakeholders, acknowledging their feelings and concerns.

When stakeholders express frustration with current arrangements, the Analyst should show empathy by recognizing their concerns and proposing solutions that address their specific pain points.

e) Social Skills: This factor helps a Business Analyst communicate more effectively, schedule meetings, and talk with stakeholders about requirements.

It also involves encouraging quieter stakeholders to participate more, ensuring that everyone's voice is heard.

Emotional Intelligence is beneficial not only in professional settings but also in personal life.

When someone wants to apply EI in their daily interactions, they should practice active listening, ask open-ended questions, engage in mindfulness by stepping back to assess emotional states, which makes them more thoughtful and less reactive. They should also seek feedback and discuss issues.

A Business Analyst with these skills can manage any complex project by maintaining good relationships with stakeholders, navigating conflicts, and being collaborative in the project environment.