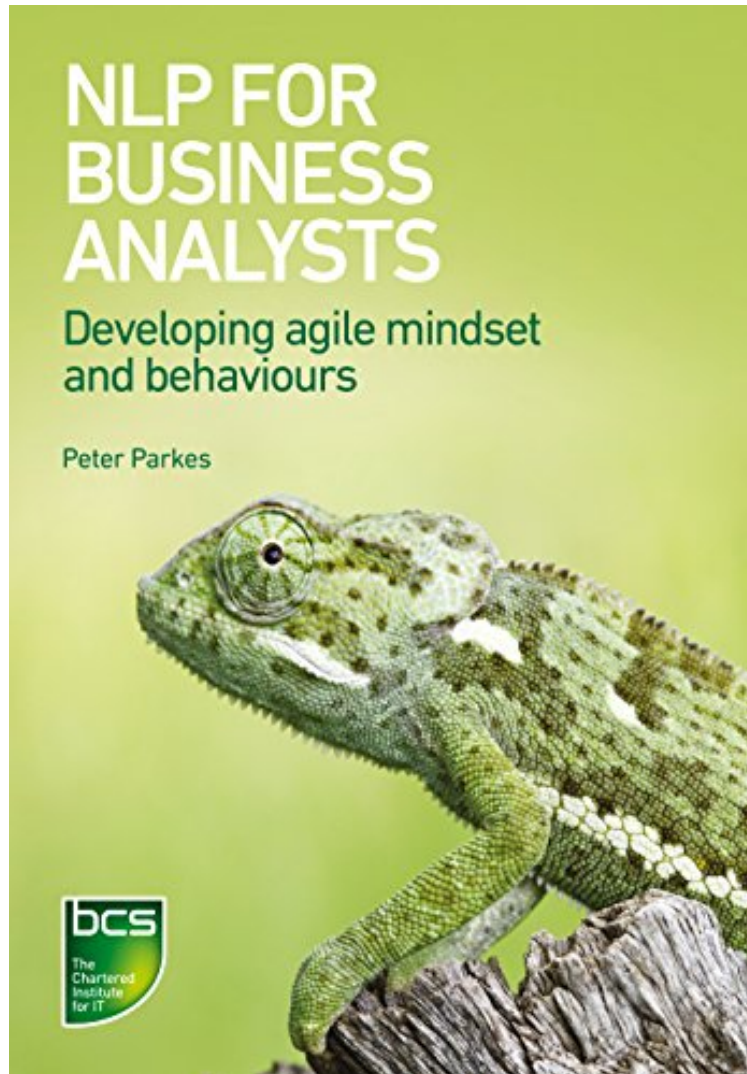


NLP for Business Analysts: Developing agile mindset and behaviours

Peter Parkes

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Peter Parkes : NLP for Business Analysts: Developing agile mindset and behaviours before purchasing it in order to gauge whether or not it would be worth my time, and all praised NLP for Business Analysts: Developing agile mindset and behaviours:

Method and process are important in business analysis, but knowing how to use them is even more so. Business analysts can increase effectiveness most by developing soft skills. You will find that these skills are transferable across

project types and industry sectors. This book illustrates the application of NLP to develop competencies - better equipping you to communicate across cultures, reframe problems, manage stakeholder groups, resolve conflicts, motivate teams and become an even better leader.

'In order to work in an agile environment, the modern BA needs to develop a corresponding agile mind-set and behaviours.' --Brian Wernham, author of Agile Project Management in Government
'Businesses are made of people. Peter Parkes combines his extensive knowledge of NLP and the world of business to bring you an essential toolkit.' -- Ewan Mochrie, NLP Master Trainer MD
'Peter Parkes, one of our associates, showed that NLP can provide a structured approach (dare I say, a method) to inter-personal and intra-personal techniques in a way that process and task oriented people can relate to and apply.' --Andy Murray, lead author of PRINCE2 (2009 refresh)
About the Author
Dr Peter Parkes has held programme director roles in the private and public sectors, public private partnerships and 'Big 4' consultancy practices. He is a Fellow of BCS, The Chartered Institute for IT, the Association for Project Management and the Chartered Management Institute. With the APM he is a Trustee and Board Champion for best practice groups and regular speaker on aspects of project management. He is a professional member of the Association for NLP and an NLP Master Practitioner.