DECEMBER 5-8 | 2016
NEW YORK
MILLENNIUM BROADWAY NEW YORK

EVENT GUIDE 2016
BRINGING IT ALL TOGETHER
Fueling Performance with Education

www.pmbaconferences.com/new-york
As one of North America’s foremost industrialists, Henry Ford revolutionized assembly-line modes of production for the automobile. As the founder of the Ford Motor Company, he also knew that when working parts work fluidly together, maximum performance is achieved.

The very same can be said for our Projects.

We are honoured to be presenting the second annual ProjectSummit*BusinessAnalystWorld New York! ProjectSummit*BusinessAnalystWorld is the leading educational training conference for project managers and business analysts. In collaboration with our Advisory Board, we have structured a program that addresses the needs of your community, your organization, and of yourself.

We look forward to connecting PM & BA professionals with industry leaders, practitioners and tool providers. This training and networking experience will cultivate new ideas, helping you blaze a clear path to achievable goals and best practices. In addition, it encourages you to stand out and work collaboratively with your teams, your executives and your stakeholders.

If you have any questions, or require any assistance during the event please don’t hesitate to visit us at the registration desk. Thank you for attending ProjectSummit*BusinessAnalystWorld New York. Enjoy the conference!

Sincerely,

Amy Ruddell
Senior Group Director
ProjectSummit*BusinessAnalystWorld
aruddell@divcomevents.com
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# THANK YOU TO THE 2016 ADVISORY BOARD

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Interested in submitting an Article or White Paper? Contact: Amy Ruddell, editor (interim) aruddell@divcomevents.com

**PMtimes**

For Project Managers

www.projecttimes.com

**BAtimes**

For Business Analysts

www.batimes.com
Monday December 5th, 2016 | 3:45pm - 5:00pm

Secrets of the Thoroughbread Leader...Are You One?

Think back to the best leader you ever had. Did they have a magical quality that made you want to walk on hot coals if they asked? Do you have those same leadership qualities? A critical component for a Project Manager or Business Analyst's success is oftentimes their ability to build and sustain a high performing team. To make matters more difficult most PMs and BA's don't have the benefit of traditional managerial authority over these resources, and the dynamics can often be quite difficult to manage. In this engaging presentation participants will learn about the “Thoroughbred Style” of management and why it’s oftentimes the secret to leading a high performing team. Participants will consider where they are on the Task-Relationship style continuum and learn how the Thoroughbred Leader encourages high levels of team performance and increased morale.

Dana Brownlee, Professionalism Matters

Monday December 5th, 2016 | 8:30am - 9:45am

Building Leadership Resilience: 5 Strategies For BAs and PMs To Increase Their Effectiveness During Change

Most change models don’t address how to increase our capacity to handle change. Resilience does. Resilience is the ability to remain productive, particularly during change. Research has shown that resilience can be learned. We don’t need to be born with it! In today’s projectized world of large scale change, the BA and PM’s ability to display resilience is a critical element of success. Research has shown that resilience can be learned. We don’t need to be born with it! Successful BAs and PMs channel the energy of change to assist their teams and their organizations in achieving better project outcomes. The key for us is to develop our ability to be strategic and not reactive!

Gregg Brown, TidalShift

Dr. Mary Donohue, Donohue Learning

Tuesday December 6th, 2016 | 8:30am - 9:45am

It’s Not Engagement You Need to Measure - It’s Trust

There is no skill shortage in North America. There is an energy shortage in North America. And it’s in the workforce. No one trusts their leaders. Trust in organizations is at an all-time low. Employees who don’t trust you, do not work hard and have low energy. The numbers don’t lie: Gallup is consistently tracking ever-lower levels of employee engagement among the North American workforce. In this high octane keynote, Dr. Donohue will share her annual review that found that less than 10% of employees believe in and trust their executive team. Her research, with public and private corporations and with government, shows that trust has been consistently falling since her research begun in 2007. This session is designed to give you cause to pause. How can you lead if your team no longer trusts you and is no longer listening to you? This isn’t about you – it’s endemic. Employees do not trust their leaders, and you are communicating and leading through a fog of mis-trust. Your team is not playing to its potential.

Bob Prentiss, Bob The BA

Tuesday December 6th, 2016 | 3:45pm - 5:00pm

Crucial Conversations: 5 Critical Concepts To Help You Effectively Discuss What Really Matters Most

Let’s face it, there are just some conversations that you don’t want to have. There are some people you simply don’t want to talk to. What happens when we don’t? Everyone loses. It is perfectly natural for us to avoid difficult conversations. We fear rejection, retaliation, emotional outbreaks, the dismissal of our ideas, and those incredibly awkward moments. However, many conversations need to be had. The solution is not going to work and one person is the roadblock, the performance of an individual is lower than expected, an individual’s behavior is impeding team productivity, someone is dominating too much, and the list goes on and on. If we want healthy, productive teams and projects, crucial conversations must be had. This highly interactive and dynamic keynote will take you on a journey to discover the critical concepts of crucial conversations that will help you effectively discuss what matters most.
# Full Day Workshops | Schedule at-a-Glance

**Wednesday December 7, 2016 | 8:30am - 4:30pm**

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<tbody>
<tr>
<td></td>
<td>How to Lead When No One is Listening</td>
<td>Behaviors that Lead to Exceptional Performance</td>
<td>How to be a Business Analyst in an Agile Environment</td>
<td>Effective Project Planning - Getting it Right Up Front</td>
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<tr>
<td></td>
<td>Dr. Mary Donohue</td>
<td>Neal Whitten, the Neal Whitten Group</td>
<td>Bob Prentiss, Bob the BA</td>
<td>Ken Hanley, KTH Program &amp; Project Management Inc.</td>
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**Thursday December 8, 2016 | 8:30am - 4:30pm**

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<th>Room No.</th>
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<tbody>
<tr>
<td></td>
<td>Stakeholder Management: How Top Performers Drive Relationship and Project Success</td>
<td>Badass Business Analysis Techniques!</td>
<td>Strategic Portfolio Management</td>
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### CONFERENCE AT-A-GLANCE SYMPOSIA SESSIONS

- **PROJECT MANAGEMENT**
- **SHARED SKILLS**
- **BUSINESS ANALYSIS**

#### MONDAY DECEMBER 5, 2016

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<tr>
<th>Time</th>
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<tr>
<td>8:30am - 9:45am</td>
<td><strong>Winning at Remote Project Teams, Productivity and Pajamas</strong>&lt;br&gt;Mindy Bohannon, Excella Consulting</td>
</tr>
<tr>
<td>10:00am - 11:00am</td>
<td><strong>CSI PMI: How Project Management Facilitates Criminal Investigations</strong>&lt;br&gt;Paul Pelletier, Paul Pelletier Consulting (PPC)</td>
</tr>
<tr>
<td>11:15am - 12:15pm</td>
<td><strong>Stakeholder Management: Indirect Practices Of Tools And Techniques To Apply For Project Success</strong>&lt;br&gt;Meral Altinbilek &amp; Christine Aykac, Morgan Stanley</td>
</tr>
<tr>
<td>12:15pm - 1:15pm</td>
<td><strong>The Super Hero Within! – Actualizing Corporate Intrapreneurship</strong>&lt;br&gt;Clinton Ages, Coach Clinton</td>
</tr>
<tr>
<td>1:15pm - 2:15pm</td>
<td><strong>Can The Zombie Apocalypse Help You Survive Your Projects?</strong>&lt;br&gt;Hans Eckman, Eckman Guides</td>
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<tr>
<td>2:30pm - 3:30pm</td>
<td><strong>The 21st Century Project Manager As Change Master - Do You Have The Skills?</strong>&lt;br&gt;Supriya Desai, Desai Transformation LLC</td>
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<td>3:45pm - 5:00pm</td>
<td><strong>Interpersonal Skills For Effective And Efficient Management!</strong>&lt;br&gt;Christine Aykac, Aykac Consulting</td>
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#### LUNCH BREAK

2:30pm - 3:30pm

#### 5:01 - 7:00pm

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<td>5:01 - 5:08</td>
<td><strong>Using Innovation to Drive Cultural Changes</strong>&lt;br&gt;Hans Eckman, Eckman Guides</td>
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<td>5:02 - 5:08</td>
<td><strong>How a Kindergarten Color Chart can help us Understand Business Logic</strong>&lt;br&gt;Paul Mulvey, Sage Software</td>
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<tr>
<td>7:01 - 7:04</td>
<td><strong>Your Customers (Stakeholders) are Changing</strong>&lt;br&gt;Matthew Leach, NTT DATA, Inc.</td>
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#### 5:08 - 5:09pm

**KEYNOTE PRESENTATION**

**Building Leadership Resilience: 5 Strategies For BAs And PMs To Increase Their Effectiveness During Change**

Gregg Brown, TidalShift Inc. - Gallery 8

#### 5:09 - 5:10pm

**LUNCH BREAK**

#### 5:10 - 5:11pm

**KEYNOTE PRESENTATION**

**Secrets Of The Thoroughbread Leader...Are Your One?**

Dana Brownlee, Professionalism Matters - Gallery 8
## CONFERENCE AT-A-GLANCE SYMPOSIA SESSIONS

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<tbody>
<tr>
<td>8:30am - 9:45am</td>
<td><strong>OPENING REMARKS &amp; KEYNOTE PRESENTATION</strong></td>
<td><strong>It’s Not Engagement You Need To Measure – It’s Trust!</strong></td>
<td>Dr. Mary Donohue, Donohue Learning - Gallery 8</td>
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<td>10:00am - 11:00am</td>
<td>Growing Social Resilience and Drive Project Velocity</td>
<td>Lou Russell</td>
<td>Russell Martin &amp; Associates</td>
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<td>10:00am - 11:00am</td>
<td>Managers and the Land of the Lost</td>
<td>Steve Martin</td>
<td>Pegasystems</td>
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<td>11:15am - 12:15pm</td>
<td>Project Closeout Best Practices</td>
<td>Ori Schibi</td>
<td>Procept Associates Ltd.</td>
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<tr>
<td>12:15pm - 1:15pm</td>
<td><strong>LUNCH BREAK</strong></td>
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<tr>
<td>1:15pm - 2:15pm</td>
<td>I’m OK, You’re an Idiot: Managing Project Churn</td>
<td>Lou Russell</td>
<td>Russell Martin &amp; Associates</td>
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<td>1:15pm - 2:15pm</td>
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<td>Vea Solutions</td>
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<td>2:30pm - 3:30pm</td>
<td>Understanding IT Megatrends Can help Your Career</td>
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<td>2:30pm - 3:30pm</td>
<td>What’s Hot and What’s Not - 2017 Trends in the World of Business Analysis</td>
<td>Elizabeth Larson, Watermark Learning, Inc.</td>
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<td>3:45pm - 5:00pm</td>
<td>Establishing the BA Role in a Hypergrowth Startup</td>
<td>Andy Love</td>
<td>FanDuel Ltd.</td>
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<tr>
<td>3:45pm - 5:00pm</td>
<td>The Evolution of Process Design to Engage and Retain Millennials</td>
<td>Sasha Aganova</td>
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</tr>
<tr>
<td>3:45pm - 5:00pm</td>
<td>The Race towards Gold @ London 2012 – How Business Analysis got us to the Finish Line at the Olympics</td>
<td>Eugene Chin</td>
<td>SQS</td>
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### BACK BY POPULAR DEMAND!

**Crucial Conversations: 5 Critical Concepts To Help You Effectively Discuss What Really Matters Most**
Bob Prentiss, Bob The BA - Gallery 8
**KEYNOTE:** Building Leadership Resilience: 5 Strategies for PM’s and BAs to Increase their Effectiveness During Change  
Gregg Brown, TidalShift Inc.

Most change models don’t address how to increase our capacity to handle change. Resilience does. Resilience is the ability to remain productive, particularly during change. Research has shown that resilience can be learned. We don’t need to be born with it! In today’s projectized world of large scale change, the BA and PM’s ability to display resilience is a critical element of success. Research has shown that resilience can be learned. We don’t need to be born with it! Successful BAs and PMs channel the energy of change to assist their teams and their organizations in achieving better project outcomes. The key for us is to develop our ability to be strategic and not reactive!

**Audience:** PM | BA  
**Skill Level:** All  
**Location:** Gallery 8

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**Winning at Remote Project Teams, Productivity and Pajamas**  
Mindy Bohannon, Excella Consulting

80% of communication is face-to-face non-verbal cues. In today’s remote working environment this dynamic is dumped on its head and written emails have taken over. Skype would be ideal but any company I've ever worked for doesn't give video bandwidth as an option. Communication and trust are the key for success in any project. The more remote the team, the more important communication in all forms and modes becomes. Different personalities and cultures require a variety of communication methods and collaboration tools. This requires a variety of approaches by project managers and team members when requesting input on questions, raising issues in a safe environment and setting expectations of each other. When do you pick up the phone versus send a text versus send an email? What tone are you sending? What example are you setting for openness and collaboration?

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01

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**CSI PMI: How Project Management Facilitates Criminal Investigations**  
Paul Pelletier, Paul Pelletier Consulting (PPC)

The fictional world of CSI and Sherlock Holmes make police work on major crime scenes look glamorous and exciting. In reality, criminal investigations require meticulous attention to process, detail, and consistent evidentiary and information management. It is driven by precise methodology and painstaking project management techniques. It is fascinating but rarely glamorous – and the mind of the project manager is perfectly suited for this work. Project Management has revolutionized criminal investigation and prosecution, providing structure, best practices and case management systems. Using an international terrorism case as a reference point, this presentation will examine the impact and intersection of project management with major crime police investigations and prosecutions. With former Justice Department attorney (and PMP) presenting, we will examine how major case management works in policing and the legal profession. Topics include evidence organization, risk management, and typical PM constraints. PM careers in policing and legal organizations are also discussed. Come and experience CSI New York!

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:08

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**Using Innovation to Drive Cultural Changes**  
Hans Eckman, Eckman Guides

For most companies, “Innovation” means process improvement or new product development. For SunTrust Bank, Innovation Programs aims to change the culture and enable for all kinds of innovation to happen in every corner of the company. The team delivers a series of innovation contests, grassroots change programs, and cultural exposure efforts to help people see the possibilities. The team is small circus of senior banking and IT leaders combined with the buzzing talent of college interns and recent graduates who create change at a blistering pace and astonishingly low costs. In this session, we’ll lead a discussion on why this model has been successful, examples of the efforts we lead, and lessons learned for future approaches.

**Audience:** PM | BA  
**Skill Level:** All  
**Room:** 5:02
### The Soft Skill Salsa: Why Emotional Intelligence Matters for Project Success

**A. Geoffrey Crane, Trent University**

As much as PMs might hate to admit it, success at managing projects is more about our relationships with people than any specialized knowledge or tools we might bring to the table. On some level we know this which is why the concept of emotional intelligence (EI) has gained so much traction in recent years. You might be surprised to know, though, that research into the realm of soft skills is decades old and that a link between EI and leadership is well-established. This presentation will examine some of the recent work exploring this link. We'll also offer you some quick and easy tips to immediately inspire a sense of ownership in the people around you.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01

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### How a Kindergarten Color Chart can help us Understand Business Logic

**Paul Mulvey, Sage Software**

Businesses need to increasingly make decisions at, well, the speed of business. Many of these decisions are based on If…Then conditions, and often are contained in the “tribal knowledge” of the enterprise. Documenting them in complex “If…Then” text statements becomes uncomsumable and difficult to verify and provide sign off for business stakeholders. When conducting analysis on the rules in the enterprise, using decision tables to break down and analyze the conditions leading to the outcome of the decision help uncover missing conditions or even conclusions the business has not thought of. By having the rules broken down into their component parts, it exposes the data needed for the process in order to evaluate the decision as well as the test cases to verify the decision is working correctly. In this session, Paul walks through an actual case study of a complex decisioning engine, and shows how decision tables were used to fully understand the business request and prove out satisfaction of their objective. Additional hands-on activities will help participants create their own decisions tables and get them started to be able to use them when returning to their projects.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:04

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### Your Customers (Stakeholders) are Changing

**Matthew Leach, NTT DATA, Inc.**

This presentation will introduce the concept of customer friction and how by understanding the customer friction that exists today, business analysts can define the solutions that are going to drive digital business transformation. Traditionally, organizations have been product or services focused. The idea was to build the best and the customers will come. Today, products and services are table stakes, easily copied commodities. Tomorrow’s successful organizations will need to differentiate on customer experience by redesigning themselves to transact business directly with the customer, reducing customer friction and increasing satisfaction.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:01

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### Stakeholder Management: Indirect Practices of Tools and Techniques to Apply for Project Success

**Meral Altinbilek & Christine Aykac, Morgan Stanley**

In this presentation, you will have answers to the following questions to assist you with improved stakeholder management to achieve much higher success rate for your projects: - What are the obvious, tested and tried methods and tools of Stakeholder management? - Are you applying these on your projects and how? - What are not so well known and indirect practices of stakeholder management? - Why and how should you communicate with all of your stakeholders? - Where do you start? To create an effective stakeholder management plan and execution process early in the project startup process, identify your universe of stakeholders and confirm what is the project’s expectation from each stakeholder including the sponsor. Follow the stakeholder analysis with a thorough analysis of what is needed to gain commitment from each stakeholder in your project. Establishing stakeholder management strategy up front and sharing the communications approach and the action plan with the project team will create an atmosphere of enablement in the project and you will be better able to manage scope and mitigate risks.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:08
## SYMPOSIUM DESCRIPTIONS

### The Super Hero Within! – Actualizing Corporate Intrapreneurship

**Clinton Ages, Coach Clinton**

Intrapreneurship is the practice of corporate management that integrates risk-taking and innovation approaches, with the reward and motivational techniques associated to entrepreneurship. This presentation reinforces the key steps necessary to build and sustain an engaged work culture. Helping the audience to understand that engaging people at work is to firstly help them recognize their own values and strengths and then encourage them to tap into those powerful personal assets as much as possible to support the company's mission – turning employees into super heroes that swoop in to solve problems and present creative alternatives to issues.

**Audience:** PM | BA  
**Skill Level:** All  
**Room:** 5:02

### Enterprise Analysis: That Twinkle in Their Eye

**Paul Crosby, Bob the BA**

What if every project that started out was perfectly aligned to the corporate vision or mission and 100% agreed upon by your companies leadership? Everyone understood the scope and capabilities that were to be delivered. Capabilities were aligned with corporate goals and objectives. Fantasy? Perhaps not! Enterprise Analysis is a set of tools that can start a product off right. Start stronger - Finish stronger. Enterprise Analysis is the strategic thinking a Business Analyst performs to align capabilities and outcomes to the organization's goals and bottom line. Go from tactical analysis to strategic analysis with these tools.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:04

### What Makes a Truly Remarkable Business Analyst (BA)?

**Mercy Obi, First Plus Consulting Limited**

Too often business analysts can see huge opportunities for improvement in their organisations' way of working, but how often do they put themselves out to model better behaviour or change how projects are run? As business analysts, we occupy a unique position with close relationships with stakeholders. Despite the fact that our roles usually lack formal line management authority, can we be leaders and, if so, how can we make a difference? Leaders are needed at every level in organisations, so do we need to have formal authority in order to lead? This interactive presentation follows one business analyst from 2014 through to 2016. She decided that, despite not being the boss, she wanted to make things happen. And she did. Explore the challenges faced by analysts where they have a desire to lead but have no formal line management authority Present options available for analysts to develop skills required to be effective, remarkable leaders. Share the case study of a BA professional as she developed her leadership skills through multiple routes. Encourage participants to take action to leave lasting benefits and value for themselves, their organisations and beyond.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:01

### Can the Zombie Apocalypse Help you Survive your Projects?

**Hans Eckman, Eckman Guides**

If a zombie outbreak happened tomorrow, would you be ready? What happens when you find yourself in another death-march project or client? We learn the most valuable and long-lasting lessons when we face and overcome impossible situations, and what is more impossible than a zombie apocalypse? Using disaster preparedness as a backdrop, we will demonstrate the importance of root cause analysis, process analysis, risk mitigation, project scoping, business rules, and implementation planning as foundations for overcoming impossible project challenges. You will learn how the same warning signs and steps needed to survive common disasters like storms can help you develop survival skills during critical project phases. In reverse, you will learn how your IT project skills can be applied to daily situations to improve your competency and have a better balanced life.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01
If We Could Only Manage Our Requirements The Way Amazon.com Manages Our Order
Paul Mulvey, Sage Software
We’ve been talking about requirements management tools for years, and some of us have even been involved in the selection, purchase, and rollout of tools in our organization. These have been met with mixed results. It’s not that the tool doesn’t necessarily do what it claims, it may very well do. What we’ve sometimes missed are the “soft side” of requirements management — understanding what the customer wants rather than what we want as Business Analysts and Project Managers. In this session, Paul looks at ten ways in which Amazon interacts with its customers and compares those against how we need to look at requirements management tools for better adoption across all stakeholders in the enterprise.

Audience: BA
Skill Level: All
Room: 7:04
### SYMPOSIUM DESCRIPTIONS

**Thinking Outside the Project Box**

**2:30pm - 3:30pm**

**Cole Cioran, Blueprint Software Systems**

Does your organization spend millions (or hundreds of millions) of dollars every year on analysis only to start from scratch on each new project? You are not alone! Requirements can be treated as a project deliverable to help deliver better projects. However, this approach perpetuates practices that keeps lead organizations to spend new money to re-do old work. You might have heard this approach called reuse, living requirements, Evergreen, or a product based model. Whatever the name, organizations have begun to realize the importance of moving beyond the need to define requirements to truly manage them as a valuable asset. This session will change how you consider requirements in a way that can lead to significant return on your investment in analysis.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01

### Project Management Bullying - Tools and Coping Strategies

**2:30pm - 3:30pm**

**Paul Pelletier, Paul Pelletier Consulting (PPC)**

This presentation introduces project managers to the issue of workplace bullying and its impact on their projects, teams and organizations. Bullying can be as harmful at work as it is in schools and other areas of society. Paul knows this from personal experience and will share his story and how it led to the work he does today. Project management is a bully-prone profession – most projects are pressure-filled and challenged by time, budget, and scope restraints. In our hyper-competitive world there are intense and ever-present demands for results. Sadly, this focal point is candy for bullies. If there is one commonality amongst bullies, it’s a gift for whipping up results (and those used to get them). Finally, project managers are often targets – our skill, popularity, and expertise are perceived as a threat by bullies. Fortunately, there are many proactive, preventative measures that project management professionals and leaders can take to mitigate the personal, project, team, and financial risks and improve the workplace environment for everyone.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:08

### Interpersonal Skills for Effective and Efficient Management!

**2:30pm - 3:30pm**

**Christine Aykac, Aykac Consulting**

Interpersonal skills, also known as “people skills”, help to create effective and successful project teams that can deliver project objectives successfully. Project team members are often technically gifted and well-experienced. However, they are constantly under pressure to deliver results fast and in most instances, they are multi-tasking project tasks with their daily responsibilities. These are stressful situations and stress often brings out the worst side in people. We need help in learning how to consciously adapt our styles and apply effective interpersonal and communications skills, in order to reduce stress and achieve project goals. Knowing and applying good interpersonal skills helps in managing our relationships. Successful and effective project managers learn how to communicate and interact constructively and powerfully with the stakeholders, customers, vendors and executives. In today’s environment, it is expected that Project Managers have all the interpersonal skills; however, these skills do not come naturally. There are several key interpersonal skills to master for successful management of the project, such as Leadership, Motivation, Influencing, Decision Making, Trust building, Conflict Management, Political and Cultural Awareness. In this session, you will be introduced to a framework of all relevant interpersonal skills along with the methods for effectively applying them.

**Audience:** PM | BA  
**Skill Level:** All  
**Room:** 5:02

### BA Toolkit: Top Models for Complete Requirements Analysis

**2:30pm - 3:30pm**

**Elizabeth Larson, Watermark Learning, Inc.**

How often do we hear “Create a data model? That’s not BA work,” or “Prototyping? Our developers do that.” Or “Use cases? Why won’t they just go away?!” Many organizations think that business analysis is all about asking questions and documenting the requirements. Although important, those skills are not enough. If we want a complete set of requirements, we need to model them. This presentation provides the key modeling techniques and tips for using them for project success. During this presentation we cover the top models business analysis practitioners can use in their “toolkit” for complete requirements analysis. We will review each of the models by category and discuss typical analysis “patterns.” The presentation also explains how to leverage the models using concurrent requirements modeling, which speeds up analysis by exploiting the complementary ways that the key models interact with each other.

**Audience:** BA  
**Skill Level:** Intermediate  
**Room:** 7:04
**BA the Best: Climbing the BA Ladder**

Clinton Ages, Coach Clinton

A facilitated session to discuss the trends in BA career paths beyond the Senior Business Analyst position. At the end of this session attendees will have discussed different ways to climb the BA ladder into ‘high-end’ positions as well as competencies and characteristics to BA the Best when climbing the BA Ladder.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:01

**KEYNOTE: Secrets of the Thoroughbred Leader…Are You One?**

Dana Brownlee, Professionalism Matters, Inc.

Think back to the best leader you ever had. Did they have a magical quality that made you want to walk on hot coals if they asked? Do you have those same leadership qualities? Oftentimes, we assume that being that “great leader” is out of reach for us because we don’t have that charismatic personality, but that’s not true! Most of us can dramatically improve our leadership abilities and become the leaders that teams love by rebalancing our task/relationship focus. This presentation explains why the “Thoroughbred Leader” is not only respected but embraced. We will share characteristics that define the “Thoroughbred Leader and explain how their approach differs from other leadership styles. You will learn intervention techniques that leaders can use to manage delicate conflict situations and also learn why it’s critical to establish team charters. You will leave with specific tools and techniques that you can implement immediately to enhance your leadership skills!

**Audience:** PM | BA  
**Skill Level:** All  
**Location:** Gallery 8
**SYMPOSIUM DESCRIPTIONS**

**KEYNOTE: It’s Not Engagement You Need to Measure - It’s Trust!**  
Mary Donohue, Donohue Learning  
8:30am - 9:45am

There is no skill shortage in North America. There is an energy shortage in North America. And it’s in the workforce. No one trusts their leaders. Trust in organizations is at an all-time low. Employees who don’t trust you, do not work hard and have low energy. The numbers don’t lie: Gallup is consistently tracking ever-lower levels of employee engagement among the North American workforce. In this high octane keynote, Dr. Donohue will share her annual review that found that less than 10% of employees believe in and trust their executive team. Her research, with public and private corporations and with government, shows that trust has been consistently falling since her research begun in 2007. This session is designed to give you cause to pause. How can you lead if your team no longer trusts you and is no longer listening to you? This isn’t about you — it’s endemic. Employees do not trust their leaders, and you are communicating and leading through a fog of mis-trust. Your team is not playing to its potential.

Dr Donohue will share with you her insights into trust, value and engagement in the workplace, their impact on productivity, and the strategies that are needed to effect change. She has worked with organizations in Canada and the United States to develop systematic tools to increase trust in the workplace in 16 weeks by 9%. She will teach you how to do this in your workforce.

**Audience:** PM | BA  
**Skill Level:** All  
**Location:** Gallery 8

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**Growing Social Resilience and Drive Project Velocity**  
Lou Russell, Russell Martin & Associates  
10:00am - 11:00am

Social Resilience is grown through trials and tribulations, but only if you are aware and notice your own reactions. In this session, you’ll learn how to grow your social resilience through self-awareness and regulation. This will provide you with the base to influence and adapt to all stakeholders and drive project velocity through collaboration. Turn the jerks on your team into the gems through the techniques you’ll learn in this interactive session.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01

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**Managers and the Land of the Lost**  
Steve Martin, Pegasystems  
10:00am - 11:00am

There’s quite a bit of guidance and literature for Teams to know what to do in order to adopt and execute Agile. Nowadays, it’s even more commonplace for Executives to be offered similar workshops, so they have an idea how to support the Teams. But what about the Managers? From experiences in the field, Managers are often forgotten, or just lumped in with the teams. With confusing phrases such as self-organization and Servant Leadership bumping up against traditional management beliefs and demands from non-trained Executives in Agile, it’s no wonder Managers can feel a bit like they’ve entered into the Land of the Lost. In this interactive session, come learn an exercise you can perform back at your organization to help clarify roles and responsibilities of the management layer. Your managers will gain clarity on what they should be doing and what they should be passing on to help not only their teams perform better, but the organization as well. Equip your managers with the knowledge to help them no longer be lost. As a bonus, the great thing about this Roles exercise, is that it can be used beyond the Managers as well. It’s been applied at both the Team and Executive layers. But, seems to resonate best with Management.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:08

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**Understanding IT Megatrends Can help Your Career**  
Eric Bloom, Manager Mechanics, LLC  
10:00am - 11:00am

Following the wave of new and exciting IT megatrends and leading edge technologies has forever been the road from rags or riches. Trends like cloud computing, big data, mobility, social media and others are now driving the industry and are here to stay. So as business and technical professionals, what should you know about these technologies and how do you pivot yourself toward them, given your current skill set and current employment? Join us on the webinar and find out. Technology Trends Include: - Mobile Devices - Social Media Marketing and Listening - Data Analytics - Visualization - Big Data - Internet of Things - Cloud Computing - Virtualization - Green Computing - 3D Printing Technology Trends Include: - Mobile Devices - Social Media Marketing and Listening - Data Analytics - Visualization - Big Data - Internet of Things - Cloud Computing - Virtualization - Green Computing - 3D Printing.

**Audience:** PM | BA  
**Skill Level:** All  
**Room:** 5:02
The Race towards Gold @ London 2012 – How Business Analysis got us to the Finish Line at the Olympics
Eugene Chin, SQS
As attention turns towards Rio in this Olympic year, this is a retrospective on how Business Analysis was used in a planning and operational capacity at London 2012. Highlighting key experiences as a Games Operations Manager (and non-competition venue manager) at London 2012, we will cover: 1. How a BA ended up @ London 2012 2. Overview of the unique challenges faced in an planning and operational role in an Olympic setting 3. Real life scenarios and how different BA approaches and skills (technical and soft) were used to successfully overcome challenges 4. Lessons learnt within the environment adapted into other roles The session will broaden attendees minds on what roles a BA can play and redefines where a BA can use his/her skills to add value.

Audience: BA  Skill Level: All  Room: 7:01

What’s Hot and What’s Not - 2017 Trends in the World of Business Analysis
Elizabeth Larson, CEO, Watermark Learning, Inc.
The world of business analysis seems to be constantly changing. Questions like how we can help organizations innovate, if Agile will continue to be a hot methodology and if so, what that means for business analysts, has requirements management made a comeback, how much design work business analysts will do, or what kind of leadership skills are needed to be effective need to be answered. We need to keep current or face being left behind. Where will the industry head in 2017? Which trends will last and which will fade? This presentation addresses several hot topics in the world of business analysis Specifically, this presentation answers these questions: What does it really mean to provide value to organizations? Are business analysts needed on Agile projects? Is innovation still hot or has it faded? Which leadership skills are needed? Can business analysts fill the business relationship manager role? What do strategic business analysts actually do? What do we mean by “designs?” This presentation also covers the organizational culture needed to support these trends, why some current trends will fade, and what this means for business analysis.

Audience: BA  Skill Level: All  Room: 7:04

The Mobile PM: The Reality and Best Practices for Working in the Virtual World
Visnja Beg & Lisa Sachsalber, Pythian
With the globalization of the profession and of the interconnection of the world via high speed internet access and 3G, almost anyone on a team can be physically located in a different location from the rest of the team and still collaborate with them using tools such as email, JIRA, Google Hangouts, Slack and other similar tools. This presentation will provide recommendations and case studies on working as a mobile PM. We will go over the challenges of working on all virtual teams in multiple time zones and provide you with insights in how to solve some of those challenges. We will walk you through the tool set we use at Pythian for mobile collaboration with our teams and clients, and provide insight into best practices of working in a mobile environment.

Audience: PM  Skill Level: All  Room: 5:01

Project Closeout Best Practices
Ori Schibi, Procept Associates ltd.
Don’t ignore project closeout tasks until it’s too late — we’ll teach you how to plan ahead and ensure your project is a success from beginning to end! A smooth project closeout is just as important to its success as a proper startup but too often project managers ignore closeout tasks during the planning process. Show your stakeholders just how organized and competent you are when you prepare early for the real work ahead. Our renowned project management expert Kevin Aguanno is here to guide you through a structured and orderly project closeout procedure that reduces hidden costs, better satisfies stakeholders and gives you a competitive edge.

Audience: PM  Skill Level: All  Room: 5:08
## Dealing with Difficult People: 15 Tips to Stay in Control

**Neal Whitten, The Neal Whitten Group**

We all encounter difficult people in the workplace. We may be that way ourselves from time to time. How effective you are at dealing with difficult people has a direct impact on how successful you become and can affect your job advancement, your relationships, your overall confidence and even your health. Neal defines 15 actions that you can employ to stay in control. By demonstrating self-control, you are better prepared for dealing with almost any situation and any individual. Stuff’s going to happen but you don’t have to accept being the victim. You have choices.

**Audience:** PM | BA  
**Skill Level:** All  
**Room:** 5:02

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## The Journey to Creating Testable Requirements

**Bharti Rupani & Alicia Cyrus, Consultant**

Agile Development teams that implement better practices like ensuring testable requirements are set up for long-term success. In this session Bharti will provide examples of clearly communicated user stories and testable requirements. User stories help to focus on the user’s needs rather than on solutions and technologies. A key component for having productive teams and high quality software is to ensure that requirements are clear, actionable, and testable. The need for clearly communicated requirements is increasing more and more because there is no real way to ensure that teams are developing the “right” software without it. Testable requirements and leveraging tools like gherkin will meet the needs and expectations of customers and users. This can lead to releasing more software more often. Below is the session outline.

**Audience:** BA
**Skill Level:** All  
**Room:** 7:01

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## Seven Process Tools for Business Analysts

**Roger Burlton, Process Renewal Group**

Business process analysis and design should be a core competency for all business analysts and architects. It is also a key component of the BABOK V3 required for BA certification. In this session members of Process Renewal Group will introduce seven key techniques that will help BAs and process professionals to become more adept at some really useful techniques that will help you to be better at what you do and make it easier for your clients to take part. There are many techniques and methods to learn but we guarantee you will want to and be able to use these over and over again. • Stakeholder Needs and Experiences • Multiple Dimensions of Measurement • The Process IGOE • Process Innovation Patterns • Decision Modeling • Culture Design • The Burlton Hexagon.

**Audience:** BA  
**Skill Level:** All  
**Room:** 7:04

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## No-Bull Project Management:

**Dealing With the Politics and People Issues that Bring Projects Down**

**David Po-Chedley, Cambridge Consulting Inc.**

This presentation identifies ways project leaders can remove barriers to individual and team accomplishment. The #1 barrier is lack of management support or buy-in. This is critical in times of changing priorities. We will review the leadership practices that tend to lose management support and the practices that help gain management support - by effectively addressing the political “bull” that plagues so many projects. Finally, participants will be challenged to apply some of the ideas when they return to the office. There are many things that can cause a project (or project team) to lose management support. Can you identify with all of the efforts to “cover tracks”, fuzzy communication, etc. that suck energy out of the project? If yes, you may recognize yourself and others in this light-hearted review of unproductive, time consuming tactics that tend to impede rather than facilitate management support. So what do effective project leaders do that positively attracts management’s attention and helps to gain management support? We will review the six No-Bull practices that work in the real world. This session is designed to be interactive, fun and productive. At the conclusion, attendees will walk away with practical and immediately applicable tips for navigating the politics and people issues that challenge many projects.

**Audience:** PM  
**Skill Level:** All  
**Room:** 5:01

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**SYMPOSIUM DESCRIPTIONS**

- **PROJECT MANAGEMENT**
- **SHARED SKILLS**
- **BUSINESS ANALYSIS**

**TUESDAY**

- **DECEMBER 6, 2016**

**NOTES:**

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<thead>
<tr>
<th>Session Title</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Dealing with Difficult People: 15 Tips to Stay in Control</td>
<td>11:15am - 12:15pm</td>
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<tr>
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<tr>
<td>Seven Process Tools for Business Analysts</td>
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<td>7:04</td>
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<tr>
<td>No-Bull Project Management: Dealing With the Politics and People Issues that Bring Projects Down</td>
<td>1:15pm - 2:15pm</td>
<td>5:01</td>
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</table>
Pin the Tail on the Metric
Steve Martin, Pegasystems
1:15pm - 2:15pm
Metrics don’t have to be a necessary evil. If done right, metrics can help guide us to make better forward-looking decisions, as opposed to being used for simply managing or monitoring. They can help us identify trade-offs between options for what to do next versus be used as punitive, or worse, as managerial measures. In this interactive session, we’ll take a different approach to metrics. I won’t be giving the top 10 list of field-tested metrics you should use. Instead, we’ll be workshopping through the critical thinking necessary for you to determine what is right for your teams, portfolios/programs, or organization. First, we’ll explore why you want to measure something in the first place. We’ll next run through an exercise to help drive home concepts behind characteristics of “good” and “bad” metrics, so you can know what to look for. Lastly, we’ll pull together this information in an interactive exercise called Pin the Tail on the Metric to help you guide your conversations back at your organizations.

Audience: PM
Skill Level: All
Room: 5:08

Are You Too Soft?
Neal Whitten, The Neal Whitten Group
1:15pm - 2:15pm
Most Project Manager/Business Analyst leaders are not consistently willing to make the tough and unpopular project-related decisions, even though their instincts warn them that they are not taking the most effective action. Witness examples of PM/BA actions (or inactions) that are indicative of too-soft behaviour. Will you recognize familiar behaviour? You do not have to be rude, insensitive, arrogant, or a bully to avoid being too soft. None of these attributes are acceptable ...ever! Come prepared to rethink what constitutes effective project management and leadership behaviour. You will not want to miss this!

Audience: PM | BA
Skill Level: All
Room: 5:02

A Day in the Life of an Agile BA
Ori Schibi, Procept Associates ltd.
1:15pm - 2:15pm
Are you a business analyst who has just been assigned to your first agile project? Are you wondering what you need to do differently? This presentation provides an overview of the role of a business analyst in agile project delivery. Specifically, it describes the agile BA’s responsibilities and activities. The presentation also identifies specific agile tools and techniques that a good agile BA needs to master.

Audience: BA
Skill Level: All
Room: 7:01

Business Analyst Career Path
Julia Groh & Marcus Kalinowski, EverBank
1:15pm - 2:15pm
This presentation is to give you an inside look at how the Business Analyst role is continually changing. I will tap into my own personal story and show you how I had to overcome some challenges as the environment around me was shifting focus. The once heavy requirements/documentsation is now evolving into a data centered role. I will review how I used BA skills to ask questions and learn new tools to be able to pull data and visual the results. This is happening in all areas of business analysis and it is important to adapt to change and find ways to do so.

Audience: BA
Skill Level: All
Room: 7:04
The Evolution of Process Design to Engage and Retain Millennials
Sasha Aganova, Process Renewal Group

By 2020 Millennials will represent over 50% of the workforce. The Millennials, as often quoted in current HR publications, bring a unique set of requirements to their respective jobs, and these requirements will have significant impacts on how a business runs. Therefore, Process designs need to evolve to keep up with the changing workforce. In this presentation we will cover: What makes Millennials unique? An overview of the latest research on how to engage and retain Millennials Key considerations for the design and adaptation of processes to meet Millennial requirements Balancing the design for Millennials with our existing workforce.

Audience: BA Skill Level: All Room: 7:01
Establishing the BA Role in a Hypergrowth Startup

Andy Love, FanDuel Ltd.

Every company performs business analysis, whether they have dedicated Business Analysts or not. Companies may not label the specific activities as ‘business analysis’, but these activities are crucial to the success of any project. When the need for a dedicated Business Analysis function is realised, how do you go about establishing that role, and making it a crucial part of a company’s structure and a contributor to future success? Through this presentation we will explore some of the challenges faced when introducing and establishing the BA role within an organisation, and some of the steps taken to overcome them.

Audience: BA        Skill Level: All        Room: 7:04
### How to Lead When No One is Listening
Dr. Mary Donohue  
8:30am - 4:30pm  
Have you ever felt like you are speaking a different language when addressing someone who is of a different generation? You are not alone. Dr. Mary Donohue has researched conversation patterns to understand how different generations process information. There are now three, and soon to be four, different generations in the workplace. Each generation brings to the workplace its own perspectives and assumptions, developed through its own unique experiences. As a result, information is not processed homogenously and communication is incomplete, causing increased stress, anxiety and fear amongst your employees. The result of this research is the 13 Conversations Model, designed to assist leaders to understand how different generations process and present information — and adapt to meet the needs of different generations in the workplace. Dr. Donohue will also unveil the data that brings to life the 13 Conversations and will discuss emerging workplace trends.

**Audience:** All  
**Skill Level:** All  
**Room:** 5:01

### Behaviors That Lead To Exceptional Performance
Neal Whitten, The Neal Whitten Group  
8:30am - 4:30pm  
How are your leadership skills? Are you the leader you most want to be? Are you looking for ideas that will step up your effectiveness — ideas that can lead to exceptional performance? Then look no further. This workshop was created for you! Using an assessment instrument and exercise templates, assess your proficiency in key behaviors, recognize your inhibitions that are holding you back from becoming your best, identify your top three behaviors with which to improve and learn how to create your personalized performance improvement plans. As you strive to achieve your dreams, these behaviors can promote your professional and personal success and lay the foundation for your journey.

**Audience:** All  
**Skill Level:** All  
**Room:** 5:04

### How to be a Business Analyst in an Agile Environment
Bob Prentiss, Bob the BA  
8:30am - 4:30pm  
Confused by Agile? Don’t know how you fit in as a Business Analyst? There are many approaches to Agile but very few initially address how the Business Analyst fits into the approach. This 1-day course helps to identify how the Business Analyst performs their work giving them the essential skills to successfully navigate an Agile environment.

**Audience:** BA  
**Skill Level:** All  
**Room:** 5:02

### Effective Project Planning - Getting it Right Up Front
Ken Hanley, KTH Program and Project Management Inc.  
8:30am - 4:30pm  
Never enough time to plan, always enough time to fix mistakes. Ken Hanley will lead the group through the creation of an effective, integrated, business-focused project management charter, using a flexible framework that can be applied to any project. Make the connections, open the communication channels, and get a firm grip on what you are dealing with before you start to burn money and burn out valuable people.

**Audience:** All  
**Skill Level:** All  
**Room:** 5:08
## WORKSHOP DESCRIPTIONS

**Strategic Portfolio Management**

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Ken Hanley, KTH Program and Project Management Inc.

In this workshop you will learn how to align projects within a strategic framework, how to create and manage an evergreen portfolio - the process of selecting and reselecting projects, how to handle environmental changes and how to make tradeoffs intelligently: what goes off the list when something else has to come on? And finally, how to recognize and manage project interdependencies within a portfolio.

**Audience:** All  
**Skill Level:** Intermediate  
**Room:** 5:01

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**Stakeholder Management: How Top Performers Drive Relationship and Project Success**

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David Po-Chedley, Cambridge Consulting, Inc.

Every project has two critical dimensions: technical performance (i.e., delivering results) and stakeholder management (i.e., managing expectations and relationships). Project stakeholder satisfaction (and project success) are impacted by both what you do and how you do it. This workshop will help you to manage project stakeholders in a way that creates a competitive advantage for you and your organization. The tools, techniques and reminders covered are easy to apply in whole or part so you can immediately use what will work best for each of your project stakeholder relationships. In this highly interactive and engaging workshop, you will have the opportunity to develop a personalized application plan for use after the workshop, so the practical benefits you enjoy will be both meaningful and immediate.

**Audience:** All  
**Skill Level:** Intermediate  
**Room:** 5:02

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**Badass Business Analysis Techniques!**

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Bob Prentiss, Bob the BA

Badass Business Analysis techniques? You might be thinking “Cool! What are those?” or “I know lots of techniques already so this session probably is not going to be of any help”. Before you make any decisions, let me ask you the following question: Do any of the statements below ring true regarding a meeting you either recently attended or facilitated? The attendees during the brainstorming session were all zombified by the approach and the results. The icebreaker was frozen solid and “Let It Go” was all anyone could say. The decision model failed to make a decision and everyone muttered “thanks for wasting my time” as they left the room. The process modeling session took so long someone literally fell asleep at the table. If you have seen or experienced any of those scenarios, you might want to rethink the techniques you are using. Businesses today are changing rapidly. The same old techniques that you have been using may not be living up to the agility and speed required to succeed in this new dynamic marketplace of change. Are you ready to learn and practice some new and very helpful techniques you have never heard of before? Are you ready to expand your frame of reference and re-look at how you facilitate? It does not take a Badass Business Analyst to learn these new techniques, but if you are willing, you are well on your way to becoming a Badass Business Analyst!

**Audience:** BA  
**Skill Level:** All  
**Room:** 5:08
TechnoSolutions Corporation
Sponsorship Type: Silver Sponsor

Microsoft Corporation - Project & Visio
At Microsoft, we work to help people and businesses realize their full potential. Solutions such as Microsoft Project and Visio help organizations, both big and small, prioritize investments, manage resources, and achieve executional excellence across a variety of initiatives. Project, built on Office 365 platform, offers a variety of best-in-class tools to help teams collaborate, communicate and make smarter business decisions. To fit the unique needs of our customers, Project offers a variety of flexible deployment options such as Online, On-premises or hosted. Visio, the one-stop diagramming solution to simplify and communicate complex information, Whether you want to quickly capture a flowchart that you brainstormed on a whiteboard, map an IT network, build an organizational chart, document a business process, or draw a floor plan, Visio helps you work visually.
Sponsorship Type: Gold Sponsor

Blueprint Software Systems Inc.
Blueprint provides a software solution to help large organizations build better business applications. We are a team of passionate, smart people, working hard towards common goals. Our customers, community and partner ecosystems help ensure IT project success. Blueprint helps align business and IT strategy, ensure regulatory compliance and support organizational transformation. Blueprint is growing. Grow with us!
Sponsorship Type: Gold Sponsor

Resources Global Professionals
RGP is a global consulting firm that provides advice and execution to clients of all shapes and sizes in more than 70 countries— including 87 of the Fortune 100. With a Big Four heritage, our 3,000+ accomplished professionals offer deep expertise across a broad range of integrated services. We provide our clients the agility to expand capacity and increase capability. And the support they rely on to help them achieve all that’s possible.
Sponsorship Type: Silver Sponsor
SPONSORS & EXHIBITORS

IIBA New York City Chapter
The mission of the NYC Chapter of the IIBA is to promote the standards, practices and the contribution of Business Analysis and provide support for the CBAP® certification. In order to assist in accomplishing this mission we are undertaking an initiative to re-launch the chapter. A new board of directors has been formed to execute this plan and further the success of the chapter’s future. The overall goals of the NYC Chapter are: ?Promote the role of Business Analyst and International Institute of Business Analysis (IIBA®) in the New York City area ?Promote the standards and best practices in the Business Analysis Body of Knowledge® (BABOK®) ?Facilitate knowledge sharing and individual contributions within the New York City Business Analyst community ?Facilitate the professional growth of CBAP® certified Business Analysts in the New York City area.
Sponsorship Type: Association Partner

IIBA New Jersey Chapter
The IIBA New Jersey Chapter is a non-profit association established in October of 2007. It serves the greater New Jersey area, and its members consist of business analysts, process analysts, systems analysts, data architects, software engineers, project managers... anyone who identifies business needs and applies that knowledge to develop business solutions.
http://newjerseyiiba.wildapricot.org
Sponsorship Type: Association Partner

The Albany Capital District IIBA Chapter
The Albany Capital District (ACD) IIBA Chapter is a not-for-profit organization that is strengthening the role of Business Analysts by providing educational, networking and certification opportunities to Upstate New York Business Analysis practitioners. The chapter was formally chartered in November 2008. Our Chapter Mission is…The Albany Capital District IIBA Chapter is a professional organization and the preeminent champion for Business Analysis in the Capital District area. The chapter is dedicated to building a community promoting the Business Analysis profession and improving the skills and competencies of its practitioners. This is achieved through establishing a forum for networking and sharing of knowledge, sponsoring professional development and training, and reaching out to and encouraging the participation of members, employers, and all other interested parties.
Sponsorship Type: Association Partner

PMI New York City Chapter
The New York City Chapter (PMINYC) offers a variety of educational experiences, with opportunities to earn PDUs, to support and advance the careers of its membership. Over 2,800 professionals are members of PMINYC. They represent a variety of disciplines including portfolio, program and project management, risk and resource management, application development, quality assurance, social media, and marketing. Our members participate in technology specific seminars, monthly chapter meetings addressing timely project management concerns, a monthly e-newsletter focusing on current opportunities and challenges in project management today, as well as special invitation only events. http://my.pminyc.org
Sponsorship Type: Association Partner

PMI Rochester Chapter
The Rochester Chapter supports the purpose of the PMI®. PMI Rochester Vision: Organizations in Greater Rochester will embrace, value, and utilize project management and attribute their success to it. PMI Rochester Mission Statement: The Rochester Chapter will be the source and resource to enable our members to improve project, program, and portfolio performance for individuals and organizations in the Greater Rochester Region by fostering a vibrant and engaging community. http://pmirochester.org/index.php
Sponsorship Type: Association Partner

PMI Delaware Valley Chapter
PMI-DVC strives to provide a forum for project management professionals to promote the principles of the Project Management Institute through networking with other project management professionals, sharing project experiences, providing and receiving training, and supporting project management professionals in their certification efforts. http://www.pmi-dvc.org
Sponsorship Type: Association Partner
Coach Clinton
Clinton is a Strategic Technologist, Certified Professional Coach, Certified Scrum Master, and Certified Scrum Product Owner skilled as a Business Architect/Process Engineer with over 15 years of experience in technical solutions development, technology and management consulting. He is very skilled at resolving open-ended, ambiguous issues and identifying problems early on. His experiences with both designing something new, as well as being systematic and efficient combines together to create real value for his clients.
Sponsorship Type: Association Partner

Bob the BA
Bob the BA is passionate about helping you think, learn, and work differently by providing never boring, always engaging, learning by doing, and hands on real world business analysis training customized for you and your organization. Its not just training to pass an exam but training that moves your skills and organization forward. Bob the BA is an author, motivational speaker, trainer, coach with 25+ years experience in business analysis. Is it time for Bob the BA to help you — help yourself? Then let’s talk about what success looks like for you.
Contact Bob the BA today at bob@bobtheba.com or visit bobtheba.com for more information.
Sponsorship Type: Tabletop Sponsor

BPM Institute
BPMInstitute.org - Take control of your career and accelerate your Business Process Management initiatives with training, certificate programs, certification, events, content and collaboration. Learn more about our training and membership options for individuals as well as corporate teams at www.BPMInstitute.org. While you’re there, enroll in a FREE 10-Day Professional Membership — enter code BAWORLD in the comments.
Sponsorship Type: Association Partner

Women In Tech (WITI)
WITI is the premiere global organization empowering women in business and technology to attain their professional goals and dreams. With a global network of smart, tech-savvy women, WITI has powerful programs and partnerships that provide connections, resources, opportunities and a supportive environment. Since 1989, WITI has delivered value to individuals, small businesses, and corporations.
Sponsorship Type: Association Partner