

BUSINESS ANALYST WORLD

CHICAGO, IL

NOVEMBER 12 - 15, 2018 | HYATT REGENCY O'HARE



TRANSFORMING BUSINESS EXCELLENCE

EVENT GUIDE



GREETINGS FROM THE PORTFOLIO DIRECTOR

TRANSFORMING BUSINESS EXCELLENCE

“Transforming Business Excellence” is more than our conference theme – it’s about establishing a long-term mindset that enables us to achieve, believe and deliver.

As a crusader for Business Analysis professionals, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, while understanding the importance of the bottom line.

BusinessAnalystWorld Chicago is designed to create circumstances that deliver these breakthrough skill-set learning situations. Whether it’s through recognized experts and innovators in the fields of Business Analysis or peer-to-peer casual conversations, the learning process will be natural and often neglected, fun!

It is important to remind you that we are a IIBA and PMI Endorsed Education Provider. Attendees earn 1 credit for every hour of education – 26 over 4 days, which goes a long way to renewed certification.

I encourage you to take advantage of all the learning and networking opportunities this event provides. Please do not hesitate to see us at the registration desk if you have any questions or require additional information.

I hope you enjoy the conference!



Amy Ruddell | Senior Director
ProjectSummit*BusinessAnalystWorld
Editor-in-Chief, ProjectTimes, BATimes
aruddell@macgregorcommunications.com

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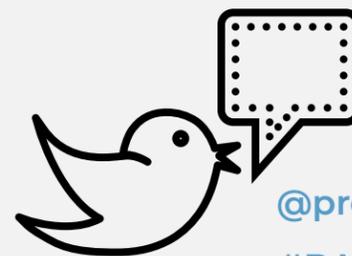
Follow the instructions to log in and access the documents.

Please note: Not all speakers have shared their presentations.

We update website program page with the documents as they are received.



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CONFERENCE HOURS

MONDAY NOVEMBER 12TH

Keynote Speaker	8:30AM – 9:45AM
Symposium Sessions	10:00AM – 3:30PM
Keynote Speaker	3:45PM – 5:00PM
Networking Reception	5:00PM – 6:00PM

TUESDAY NOVEMBER 13TH

Keynote Speaker	8:30AM – 9:45AM
Symposium Sessions	10:00AM – 3:30PM
Keynote Speaker	3:45PM – 5:00PM

WEDNESDAY NOVEMBER 14TH

Workshops	8:30AM – 4:30PM
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THURSDAY NOVEMBER 15TH

Workshops	8:30AM – 4:30PM
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2018 KEYNOTE SPEAKERS



NELSON CABRAL

Cabral Creative Leadership International Inc.

Monday November 12TH, 2018
8:30AM - 9:45AM

THE CREATIVE STORM FOR PROJECT MANAGEMENT PROFESSIONALS: HOW TO IGNITE CREATIVE LEADERSHIP AND LEAD INNOVATION IN THE NEW ECONOMY

According to a study by IBM, CEOs cited creativity as the most important leadership quality. As a result of the digital transformation, Creative Leadership is becoming a sought-after Project Management style. It's the "Next Big Thing" in leadership for accelerating innovation and driving change. Using real examples, Nelson will explain his Nine Forces Of Creative Leadership™ and draw upon his own personal experiences and projects working with Project Managers for over two and a half decades.



CLINTON AGES

Certified Professional Coach

Monday November 12TH, 2018
3:45PM - 5:00PM

BECOME THE 1%: HOW YOUR IMPACT CAN CHANGE YOUR ORGANIZATION AND THE WORLD

What if you and everyone connected to you could join that 1% of people who positively influence the other 99% within your organization? Imagine the endless possibilities that can be manifested there as well as the impact you can have on the world. Yes, you have an energy that affects others around you – that energy is your influence. Every moment of your life you are changing and therefore impacting and influencing those around you – all driven by your mindset and your thoughts. As the world of business moves away from strong hierarchies, rigid rules and increasingly specialized work, corporate and government organizations are undergoing massive transformation because keeping the same bureaucratic mindset is causing widespread employee disengagement problems. This is why breaking out of silos, examining and sharpening your thinking is vital for attaining outstanding levels of success. The process requires you to understand how your thinking has both propelled you forward and held you back and to build the muscle that keeps pushing you toward your goals. Yes, you have an impact – and a responsibility for that impact. Become the 1% and change your organization. Become the 1% and change the world.

2018 KEYNOTE SPEAKERS



JOY BEATTY

Vice President of SeiLabs, Seilevel

Tuesday November 13TH, 2018
8:30AM - 9:45AM

CURIOSITY NEVER KILLED THE BUSINESS ANALYST

Most stakeholders are wonderful at telling us what they want! Many stakeholders are terrible at telling us what they need. They simply can't differentiate. The absolutely worst solution is to engage a Business Analyst who diligently documents what the business says, operating as an order taker. What we really need are curious analysts. These analysts don't take what's said as a given. They dig deeper. They ask why. In this talk, we'll further look at the problem of order takers. We'll discuss a variety of tools to help us all be more curious. Whether you are the manager looking for the right analyst or the analyst curious if you are curious enough, we'll leave you with some suggestions to enhance the curiosity.



ANGELA WICK

BA-Squared, LLC

Tuesday November 13TH, 2018
3:45PM - 5:00PM

THE ROBOTS ARE RISING -THE FUTURE OF PROJECTS

Robotics, Artificial Intelligence and Machine Learning are accelerating quickly in organizations and this means our projects and how we work them IS changing! We need to understand what these changes are all about, the skills you need, and the types of problems and opportunities they solve. Artificial Intelligence capabilities are challenging the very core of how businesses solve problems. In project work, we are at risk for building a solution that is based on the past. We have a BIG impact on determining the direction of our projects. While many core skills remain, they become even more important along with some newer skills. This session will explore what these capabilities are and how they impact the solutions we deliver, what skills we need to develop and how organizations can adapt to this new reality.

SCHEDULE AT-A-GLANCE

MONDAY, NOVEMBER 12TH

		 <p>8:30AM - 9:45AM ROSEMONT BALLROOM AB THE CREATIVE STORM FOR PROJECT MANAGEMENT PROFESSIONALS: HOW TO IGNITE CREATIVE LEADERSHIP AND LEAD INNOVATION IN THE NEW ECONOMY NELSON CABREL, CABRAL CREATIVE LEADERSHIP INTERNATIONAL INC.</p>			
		BUSINESS ANALYSIS LONDON	BUSINESS ANALYSIS UNITED AB	BUSINESS ANALYSIS FLORENCE	TECHNOLOGY MALPENSA
9:45AM	10:00AM	BREAK			
10:00AM	11:00AM	Inexpensive, easy to learn SaaS tools for the Business Analyst David Heidt	Essential tips for BAs to succeed on Business Intelligence projects Ru Ogonna	Being the Product Owner Proxy Jennifer Forest & Tahnee Hasan	10 Questions To Ask Yourself about IoT Projects Jack Cox
11:15AM	12:15PM	Don't be Afraid of the Big Bad News Kealy Williams & Brittany Morton	Getting down to the bone - Techniques to define Minimum Viable Product Jennifer Kalz	NextGen Business Competencies: Keys to Being Ready for the Future Kupe Kupersmith	Try it before you buy it: Exploring the power of process experiments in the workplace Matthew Scholand & Mollie Callahan
12:15PM	1:15PM	LUNCH			
1:15PM	2:15PM	Learning from Air Crashes: Cultural insights to help manage Global teams Rajeevan Kattil	What the world needs now are Business Analyst Leaders: Transforming the BA to a BA Leader Johnette English	Product Management is the New Business Analysis Dave Saboe	Introduction To Machine Learning Jack Cox
2:30PM	3:30PM	Let your WHO and WHY drive your HOW and WHAT: Personas and Persona Mapping Mollie Callahan & Brittany Morton	What's going on with the business? What can you do to drive resolution and get the project back on track? Robin Bronstein	The Mindset Shift of the Here and Now Jennifer Kalz	21st Century Digital Transformation Thomas Silvestri
		 <p>3:45PM - 5:00PM ROSEMONT BALLROOM AB BECOME THE 1%: HOW YOUR IMPACT CAN CHANGE YOUR ORGANIZATION AND THE WORLD CLINTON AGES, CERTIFIED PROFESSIONAL COACH</p>			
5:00PM	6:00PM	BusinessAnalystWorld Networking Reception and Sponsor Showcase ROSEMONT BALLROOM AB			

*All sessions are subject to change.

SCHEDULE AT-A-GLANCE

TUESDAY, NOVEMBER 13TH

		 <p>8:30AM - 9:45AM ROSEMONT BALLROOM AB CURIOSITY NEVER KILLED THE BUSINESS ANALYST JOY BEATTY, VICE PRESIDENT OF SEILABS, SEILEVEL</p>			
		SHARED LONDON	BUSINESS ANALYSIS UNITED AB	BUSINESS ANALYSIS FLORENCE	TECHNOLOGY MALPENSA
9:45AM	10:00AM	BREAK			
10:00AM	11:00AM	Surviving in an Hybrid World Paul Crosby	CommonSensical Documentation Deena Chadwick	The Service-Delivery Review: The Missing Agile Feedback Loop Matthew Philip	Designing for Turing: Voice, AI, and the future of CX Jason Snook
11:15AM	12:15PM	Driving Change in a Global Organization Jennifer Bedell	Collaborate Like a Pirate Jennifer Battan	Don't Throw out the SDLC Baby with the Bath Waterfall: Update it and Combine it with the PLC Gezinus Hidding, Bob Zimmerman, Jim McGee & Scott Stribrny	Keys to Hybrid IT Mel Heckman
12:15PM	1:15PM	LUNCH			
1:15PM	2:15PM	Is the Good Idea Fairy Really Your Enemy? Howard Pearce	Process mapping and flows - when pictures say it all Mindy Bohannon	CommonSensical Approach To Scope Creep Deena Chadwick	Top 10 User Story Tips! Angela Wick
2:30PM	3:30PM	Stakeholder Engagement in a global environment Jennifer Bedell	The Art of Gamification Jennifer Battan	Vendor Assessment & Management Martin Schedlbauer	Strategic Transformation Paul Crosby
		 <p>3:45PM - 5:00PM ROSEMONT BALLROOM AB THE ROBOTS ARE RISING - THE FUTURE OF PROJECTS ANGELA WICK, CEO, BA-SQUARED, LLC</p>			

*All sessions are subject to change.

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS TECHNOLOGY

ROSEMONTBALLROOMAB

KEYNOTE SESSION

8:30AM - 9:45AM



THE CREATIVE STORM FOR PROJECT PROFESSIONALS: HOW TO IGNITE CREATIVE LEADERSHIP AND LEAD INNOVATION IN THE NEW ECONOMY

Nelson Cabral President and Chief Innovation Officer, CABRAL Creative Leadership International Inc.

According to a study by IBM, CEOs cited creativity as the most important leadership quality. As a result of the digital transformation, Creative Leadership is becoming a sought-after project management style. It's the "Next Big Thing" in leadership for accelerating innovation and driving change. Using real examples, Nelson will explain his Nine Forces Of Creative Leadership™ and draw upon his own personal experiences and projects working with Project Professionals for over two and a half decades.

Learning Objectives

- Business Analysts will develop "everyday creativity" to attack marketplace problems of all sizes and embrace change, resulting in improved productivity
- Business Analysts will drive excellence and innovation by building their inspirational and collaborative leadership skills, tools and mindset
- Business Analysts will consistently build and inspire winning teams to enhance performance using proven creative leadership strategies and change management tools

10:00am - 11:00am

FLORENCE

BEING THE PRODUCT OWNER PROXY

Jennifer Forest , Excella Consulting
Tahnee Hasan, Lead Consultant, Excella Consulting

The Product Owner (PO) on an Agile team is meant to serve as the voice of the customer. As such, they are meant to prioritize work for the team based on customer-value. The PO must be empowered to prioritize the backlog and make far-reaching decisions. In an ideal world, PO is a full-time role and is co-located with the Agile team. However, since this person is also often a business Subject Matter Expert (SME), they usually have a myriad of other responsibilities that minimize their availability to the team. This is when someone other than the true PO is tapped to play the role, and that someone is often the Business Analyst. In this session, we will visit different scenarios in which a Proxy Product Owner exists and steps to take to ensure the team focus is still on continuous deliver and customer value.

Learning Objectives

- What is a Proxy Product Owner
- Responsibilities of a Proxy Product Owner & how to navigate common situations
- How to coach and enable the true Product Owner and/or decision makers

10:00am - 11:00am

MALPENSA

10 QUESTIONS TO ASK YOURSELF ABOUT IOT PROJECTS

Jack Cox , Fellow, CapTech Consulting

The IoT is packed with boundless, business potential, but that potential raises plenty of questions. This talk will cover the 10 questions that any Analyst or Business Architect, should be asking about an IoT implementation. Through many consumer and industrial IoT projects we've learned how to ask and answer these questions. These cover the full stack of IoT technology: from user experience, business architecture, system architecture, information security, to data science and machine learning.

Learning Objectives

- Gain understanding about how IoT projects differ from other types of projects.
- Learn important security, business architecture and deployment considerations for IoT projects.
- Learn to cut through some of the IoT hype.

10:00am - 11:00am

UNITED AB

ESSENTIAL TIPS FOR BUSINESS ANALYSTS TO SUCCEED ON BUSINESS INTELLIGENCE PROJECTS

Ru Ogbonna , Consultant, Pecunia House Consulting Inc.

As a Business Analyst on a business intelligence project, tips for succeeding on the project include: * Minimizing miscommunication * Understanding stakeholder requirements and their environment * Gathering reports and indicators * Developing future state and reducing impact on users

Learning Objectives

- Understand what business intelligence project is
- Gain tips to succeed on Business Intelligence projects
- Understand the products a Business Analyst is required to deliver on Business Intelligence projects

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS TECHNOLOGY

10:00am - 11:00am

LONDON

INEXPENSIVE, EASY TO LEARN SAAS TOOLS FOR THE BUSINESS ANALYST

David Heidt, Past President of the IIBA
Chicagoland Cha, Enterprise Agility

Today's SaaS marketplace is providing a new breed of analysis and modeling tools where BAs can be productive in minutes and easily collaborate with colleagues and stakeholders. Free subscriptions and pay-as-you-go licensing models make it easy for BAs to leverage these state of the art tools while aligning with their organization's internal standards. The speaker walks attendees through examples of top SaaS tools available on the web that BAs can start using today.

11:15am - 12:15pm

UNITED AB

GETTING DOWN TO THE BONE - TECHNIQUES TO DEFINE MINIMUM VIABLE PRODUCT

Jennifer Kalz, Sr. Business Analyst,
Skyline Technologies

Can't get to the bone of the product? This presentation will help you facilitate sessions with product owners and stakeholders to strip off all the layers and find the minimum viable product needed to provide value to your customer.

Learning Objectives

- Identify ways to initially focus on MVP through a Product Backlog grooming or mapping session
- Use various techniques to dive further down into a backlog to identify MVP items
- Learn phrases and messaging that will aid in thoughtful decision making by product owners to identify MVP for features and issues

11:15am - 12:15pm

FLORENCE

NEXTGEN BUSINESS COMPETENCIES: KEYS TO BEING READY FOR THE FUTURE

Kupe Kupersmith, President Kupetalks

The future is here. Amazon and others are leading the way. What's the secret? There is no secret. Great companies align with emerging trends, take risks, fail fast and learn. They build internal cultures and teams that can work with complexities and dynamic change by making high quality decisions at the speed of business. A new leadership style is needed. Enter the NextGen Business Competencies. The next generation business competencies are the capabilities you need to help everyone in the organization make faster, better decisions. They help to make complex situations, 'solutionable' and 'actionable'. You need these skills to help organizations find new areas of research, ways to prototype and test ideas, and quickly validate, so that the enterprise has momentum for innovation and value creation.

Learning Objectives

- Recognize situations that require quantitative assessment of qualitative feedback
- Learn how to employ storytelling to frame value
- Apply tangible ways to begin implementing a quantitative assessment for a need at their own organization

11:15am - 12:15pm

LONDON

DON'T BE AFRAID OF THE BIG BAD NEWS

Kealy Williams, Senior Software Consultant
Brittany Morton, High-Tech Anthropologist
Menlo Innovations

Risk hides in bad news and unknown risks produce failed projects. We build our businesses and teams with systems that make it impossible to share bad news without causing debilitating fear. In this session, we argue this fear is artificial, and created when we react poorly to bad news. Learn about building a culture that replaces fear with an attitude of stewardship and trust. Gain strategies to combat artificial fear allowing the discovery of hidden risks in their projects.

Learning Objectives

- Participants learn how to build a culture that replaces fear with an attitude of trust
- Participants will be able to use strategies for combating artificial fear to discover hidden risks in their projects
- Participants will be able to increase trust and empowerment on their teams

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

11:15am - 12:15pm

MALPENSA

TRY IT BEFORE YOU BUY IT: EXPLORING THE POWER OF PROCESS EXPERIMENTS IN THE WORKPLACE

Matthew Scholand, Quality Advocate
Mollie Callahan, High-Tech Anthropologist
Menlo Innovations

How many potentially good ideas are prematurely killed off because of analysis paralysis? How often do you fail to agree on a way forward as a team because of all the "What-ifs?" How often does fear curtail our ability to improve the way we work? This session will introduce participants to the concept of testing out ideas by running small process experiments that build up to or inform larger decisions. Participants will learn about when to run experiments, what makes a good experiment and how to measure success.

Learning Objectives

- Participants will learn when to run process experiments
- Participants will learn how to design successful experiments
- Participants will learn how to measure success and evaluate results of process experiments

1:15pm - 2:15pm

LONDON

LEARNING FROM AIR CRASHES: CULTURAL INSIGHTS TO HELP MANAGE GLOBAL TEAMS

Rajeevan Kattil, PMP, Program Manager
T-Systems North America

Do you know your probability of dying from a commercial plane crash is directly related to which country the CO-PILOT is from? And what does this interesting trivia have to do with Global Team Work? This presentation, delivered story telling style, will seek to equip you with some practical pointers to reduce frustration when dealing with team members from another culture - this presentation will help retool the skills needed for such dialogues across country or culture boundaries.

Learning Objectives

- Learn how key characteristics of a culture impact and cloud interpersonal interactions within Global teams
- Reduce misunderstanding while communicating across cultures
- Improve cohesion and morale of Global teams

1:15pm - 2:15pm

MALPENSA

INTRODUCTION TO MACHINE LEARNING

Jack Cox, Fellow, CapTech Consulting

Machine learning is flooding into our lives at an unprecedented pace. It's the black magic that helps Siri understand what we're saying, gives us Amazon product recommendations, and drives Facebook's friend suggestions. This workshop surveys the Machine Learning domain and will provide the attendee with knowledge about the different types of Machine Learning, how the different areas can apply to traditional businesses, and lessons learned on how to succeed with a Machine Learning project.

Learning Objectives

- Gain an understanding of the Machine Learning landscape
- Gain the ability to have an intelligent conversation with your management about Machine Learning
- Understand the high level approaches to machine learning and how they can help solve business problems and create new business opportunities

1:15pm - 2:15pm

UNITED AB

WHAT THE WORLD NEEDS NOW ARE BUSINESS ANALYST LEADERS: TRANSFORMING THE BUSINESS ANALYST TO A BUSINESS ANALYST LEADER

Johnette English, CBA, CSM, CPC, Business Owner,
Revealed Options LLC

The World is rapidly changing. Business Analyst must change too. They must position themselves as Thought Leaders with an eye for the short and long term success. The Business Analyst Leader is a master negotiator having the skills to help a group of stakeholders on opposite sides of a decision come to a mutually agreed upon solution prepared to meet the future. This presentation will present 12 Leadership principles and techniques to support today's transformation from Business Analyst to Business Analyst Leader.

Learning Objectives

- Discover the 12 leadership skills of a Business Analyst
- Techniques to apply the 12 Leadership skills of a Business Analyst
- Positioning yourself as a Leader

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

1:15pm - 2:15pm

FLORENCE

PRODUCT MANAGEMENT IS THE NEW BUSINESS ANALYSIS

Dave Saboe, Agile Coach, Mastering Business Analysis

Many organizations are calling upon Business Analysts to step into Product Owner and Product Manager roles. Will you be ready for this next step in your career? Come to this interactive session to explore the role of the Product Manager and understand how this can be the next evolution of the Business Analyst. You'll understand the mindset shift needed to be successful as a Product Manager, learn how you'll need to adapt and get hands-on experience with new tools and techniques.

Learning Objectives

- Understand the role on the Product Manager and why it may be the next step in your career
- Recognize the shift needed to be successful as a Product Owner or Product Manager
- Learn new tools and techniques that will help you be successful in a product role

2:30pm - 3:30pm

MALPENSA

21ST CENTURY DIGITAL TRANSFORMATION

Thomas Silvestri, Managing Partner, The Silvestri Group

From 1960 – 2016 the evolutionary scale of paradigm's of business strategy was created by the corporations seeking a competitive edge and network effect of the scale of the business returns complied for several new phases of user-created revenue and sharing-model that no longer revolves around transactional costs of the old value chain. Data analytics transform the real-time insights of customer interaction with your sales staff interact with customers based on customers' previous buying behavior. For example, facial recognition technology can be used to alert sales staff when high-spending customers revisit a store. Their sales retail systems can then bring up their purchase history in real-time with product preferences, allowing sales staff to greet a returning customer by name and suggest products they may be interested in that complement previous purchases.

- Digital Paradigm Shifts
- Business Value Chain Re-engineered
- IT and the Data Multipliers
- M2M and Systematic Patterns
- Digital Polarization Modeling
- Digital Citizen Integrators

Learning Objectives

- New Digital Citizen transforms intelligence
- Digital Paradigm Shifts
- Business Digi Era and Value Capture

2:30pm - 3:30pm

UNITED AB

WHAT'S GOING ON WITH THE BUSINESS? WHAT CAN YOU DO TO DRIVE RESOLUTION AND GET THE PROJECT BACK ON TRACK?

Robin Bronstein, PMP, Senior Manager
Allstate Insurance Company

Overview: What can you do to drive resolution and get the project back on track? This session will cover various techniques that Business Analysts can use when collaborating with their business partners. These techniques can be applied whether you are in an Agile or traditional Waterfall environment. Description So often the project team does a great job of scoping the project, creating a project plan, documenting key milestones, risks and issues. Everything seems in place and yet the project stalls, mainly due to lack of final decision making from the key business stakeholders. Let's get to the "WHY do the projects stall?" What's going on with the business? Learn what YOU can you to drive the resolution! This session will help Business Analysts: - Take a more active role during the business concept and development phase - Facilitate meetings to clearly understand and outline business objectives (Critical success factors and KPIs) - Define scope - Traditional or Agile... And if Agile, how committed is the business? - Formulate your analysis plan - Talk about requirements or stories - Talk about BOTH technology and business implementation - Get to the WHY is it stalling... And take action to get it back on track!

Learning Objectives

- Take a more active role during the business concept and development phase
- Facilitate meetings to clearly understand and outline business objectives (Critical success factors and KPIs)
- Get to the Why is it stalling? And take action to get it back on track

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

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

LET YOUR WHO AND WHY DRIVE YOUR HOW AND WHAT: PERSONAS AND PERSONA MAPPING

Mollie Callahan, High-Tech Anthropologist
Brittany Morton, High-Tech Anthropologist
Menlo Innovations

User personas have a long history in human-centered design practices, but are frequently overlooked as a tool for building business consensus among stakeholders. In this presentation, we will first discuss how to write better personas, driven by business needs and observational data. We will illustrate their use in the process of Persona Mapping, a technique used by Menlo Innovations to drive discussion and feature prioritization, as well as improve team decision making.

Learning Objectives

- Participants be able to write concise and clear user personas with business value
- Participants will be able to conduct a persona mapping activity in order to drive discussion and consensus-building
- Participants will be able build persona mapping artifacts in order to capture key decisions

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

THE MINDSET SHIFT OF THE HERE AND NOW

Jennifer Kalz , Sr Business Analyst, Skyline Technologies

Agile transformation is not easy. There's no magic pill or easy button. But there are some major mindset changes that need to occur in order to be more fluid and ultimately successful in a transformation effort.

Learning Objectives

- Understand the shifts in thinking that need to occur within the organization
- Understand the underlying reason(s) to implement these shifts
- Understand examples of how these shifts can occur in an organization



TUESDAY, NOVEMBER 13TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

8:30AM - 9:45AM **ROSEMONT BALLROOM AB**
KEYNOTE SESSION



CURIOSITY NEVER KILLED THE BUSINESS ANALYST

Joy Beatty , Vice President of SeiLabs, Seilevel

Most stakeholders are wonderful at telling us what they want! Many stakeholders are terrible at telling us what they need. They simply can't differentiate. The absolutely worst solution is to engage a business analyst who diligently documents what the business says, operating as an order taker. What we really need are curious analysts. These analysts don't take what's said as a given. They dig deeper. They ask why. In this talk, we'll further look at the problem of order takers. We'll discuss a variety of tools to help us all be more curious. Whether you are the manager looking for the right analyst or the analyst curious if you are curious enough, we'll leave you with some suggestions to enhance the curiosity.

10:00am - 11:00am **FLORENCE**

THE SERVICE-DELIVERY REVIEW: THE MISSING AGILE FEEDBACK LOOP

Matthew Philip, Director of Learning and Development, ThoughtWorks

Though the standard Agile feedback loops -- product demo, team retrospective and automated tests — provide valuable awareness of health and fitness, many teams and their stakeholders struggle to find a reliable way to understand the fitness of their service delivery. This session introduces the service-delivery review as the forum for this feedback. The context will be for software-delivery teams but the lessons will be applicable for any team, group or department that provides a service.

Learning Objectives

- Learn the basics of how to conduct a service-delivery review
- Use a service-delivery review canvas
- Learn typical fitness metrics

10:00am - 11:00am **LONDON**

SURVIVING IN AN HYBRID WORLD

Paul Crosby , PMP, CFO, Bob the BA

Are you Business Analyst, Project Manger, Quality Assurance, Product Owner and Subject Matter expert all rolled into one? Maybe just a Business Analyst-Project Manger-Quality Assurance? Is it even possible to succeed while wearing multiple hats? In this environment of get it done faster, smaller budgets and a reduced value of separating the roles the Business Analyst can feel like they are caught between a rock and hard place. There are a lot of different types of a hybrid role. Some lean more towards leadership and others more towards analysis. The hybrid role doesn't work for all types of projects - which projects are best served by a hybrid role? Having a good foundation in both leadership and analysis will allow you to better execute the hybrid role. Are you ready to take a journey into the world of hybrids and build your survival plan?

Learning Objectives

- Understanding the advantages and disadvantages of each type of hybrid role
- Learn which hybrid role types that will work best for you and put together a survival plan on how to operate within those hybrid role types
- Understand which tasks the roles normally perform and which tasks that may have to take a back seat

10:00am - 11:00am **MALPENSA**

DESIGNING FOR TURING: VOICE, AI, AND THE FUTURE OF CX

Jason Snook , PhD, Managing Director, Customer Experience, CapTech Consulting

Much of UX and Design work in the past has been about presenting semi-static content and transactional functionality on screens of varying form factors. Today, with Voice and AI, all the typical interaction patterns need to be reevaluated. The very nature of the content and functionality CX practitioners are designing for is in flux like never before. Attendees will be inspired by the breadth of opportunities ahead of us to learn, grow, and take part in the formation of a new digital future.

Learning Objectives

- Audience members can expect a thought-provoking overview of current industry trends around voice-enabled technology and artificial intelligence
- They will understand the implication of these technologies on a variety of issues including design, adoption, privacy, security, accessibility and even poverty
- Attendees will leave with ideas of where they fit into this conversation and their responsibility to be an active part of developing the trends (instead of just responding to them)

TUESDAY, NOVEMBER 13TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

10:00am - 11:00am

UNITED AB

COMMONSENSICAL DOCUMENTATION

Deena Chadwick, Sr. Business Analyst, GSTV

Commonsensical Documentation is a guide to simple, lean, and agile technical writing. When you ask people what they expect when they read technical documents, many will probably tell you: long, boring and hard to understand. This can lead to disastrous outcomes: · No one reads it – because it is too boring or long · No one can understand it – it has too much jargon or technical terms · Does not provide enough information – it is unclear or vague, assumes reader has more knowledge than they do · Inaccurate – it is incomplete, is misleading, flat-out wrong, or not kept up-to-date This course is about blending the best practices of communication and technical writing with a little common sense. By combining these principles Technical Writers and Business Analysts can produce documentation and technical communication that will be valuable and appreciated. For thousands of years, man has been struggling with the ability to effectively communicate and record information. The ever-changing world of IT (Information Science and Technology) has added to that struggle. Hundreds of templates, methodologies, and experts are willing to provide you with help. Do they make it easier or just add to the complication? This course is targeted to Business Analysts, Project Managers, and Technical Writers at all levels. Those just starting out who want to learn more about creating good documentation as well as seasoned writers who just want to add more polish to their deliverables. If you have ever found yourself writing boring or complicated documentation, then you are sure to find useful information in this course.

Learning Objectives

- Why technical documentation & communication are vital to any project
- How to turn complicated ideas into simple, lean, & agile communication
- How To Avoid Common Pit Falls & Mistakes

11:15am - 12:15pm

UNITED AB

COLLABORATE LIKE A PIRATE

Jennifer Battan, CSM, CBAP, Chief Creativity Encourager, Out of the Box BA/League of Analysts

“Going Agile” is all the rage; focused teams delivering with rapidly increasing velocity. Many teams get tripped up by titles and processes that are hard-wired into how we do work. How can teams break away from the old structure to deliver truly innovative solutions? Become pirates. No throat slitting or eye patches necessary, but six simple concepts to help us collaborate effectively without creating chaos. Hoist a pirate flag and we'll explore the monsters that lurk below, discover a new PIRATE code and unlock practical strategies to build success and team momentum.

Learning Objectives

- The new PIRATE code: Six concepts to help teams collaborate without creating chaos
- Practical strategies to build success and generate momentum (and velocity)
- Here there be monsters: Barriers to true agile and reaching the velocity and collaboration we desire

11:15am - 12:15pm

LONDON

DRIVING CHANGE IN A GLOBAL ORGANIZATION

Jennifer Bedell, Sr. Business Analyst, ADP

Change Managers and Business Analysts now need to become diplomats and navigate cross cultural issues, often from remote locations in different time zones. This presentation will provide suggestions for ways to overcome some of the challenges unique to virtual and cross-cultural teams. Managing Change in a Global Environment will help you understand how different cultures respond to change and how to help them embrace it. This session will equip you with tips and tools for developing relationships across time zones and locations.

Learning Objectives

- Understand cultural differences that affect how people respond to change
- Learn about tools available to help with virtual communication
- Learn how to overcome challenges unique to virtual and cross-cultural teams

TUESDAY, NOVEMBER 13TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS

TECHNOLOGY

11:15am - 12:15pm

MALPENSA

KEYS TO HYBRID IT

Mel Heckman, Senior Manager, West Monroe Partners

Cloud based IT solutions promise to bring a new area of opportunity for businesses of all sizes and industries. Business leaders have a plethora of cloud based solutions that look to solve organizational challenges one by one. Yet the confusion about what constitutes an advisable level of cloud integration is paralyzing organization change. Today there is a middle ground where traditional IT, Private Cloud and Public Cloud solutions can come together to solve business needs.

Learning Objectives

- Provide an education of Hybrid Cloud
- Understand how to approach an implementation of Hybrid Cloud
- Summarize the benefits and risks of Hybrid Cloud

11:15am - 12:15pm

FLORENCE

DON'T THROW OUT THE SDLC BABY WITH THE BATH WATERFALL: UPDATE IT AND COMBINE IT WITH THE PLCGezinus Hidding, PhD, Associate professor, Loyola University Chicago
Bob Zimmerman, Thought Leader, Getting Predictable
Jim McGee
Scott Stribny, Group Atlantic Inc.

As the world has been moving towards Agile/Scrum, Waterfall is increasingly viewed as the “old” way of doing things and not applicable anymore. But, both Agile/Scrum and Waterfall rely on the same conceptual steps in the Project Life Cycle (PLC) and the System Development Life Cycle (SDLC). Agile/Scrum and Waterfall simply traverse those steps in different sequences and in different combinations. This presentation separates PLC steps from SDLC steps, so you can recognize them for what they are and can recombine them in different combinations, as relevant for your particular project. This presentation also introduces an important new step to the SDLC, namely architecture. When Royce defined the SDLC in 1970, Architecture was not widely recognized.

Learning Objectives

- Understand key similarities and differences between Waterfall and Agile
- Understand key differences between System Development and Project Management approaches
- Understand the Architecture step as part of System Development

1:15pm - 2:15pm

FLORENCE

COMMONSENSICAL APPROACH TO SCOPE CREEP

Deena Chadwick, Sr. Business Analyst, GSTV

A commonsensical guide to managing Scope Creep for Project Managers, Product Owners, and Business Analysts. Scope creep is one of the most common problems faced by Project Managers, Product Owners, and Business Analysts. Even in Agile and Iterative Development there is no way to completely avoid Scope Creep. It stands to reason that the best way to deal with scope creep is to meet it head on with logic and common sense at your side. This course will outline techniques or ways to approach scope creep in a CommonSensical way. You will leave this symposia with either new ideas or refreshers on the following: Communicating Scope Creep is like Delivering Bad News (Tips and Tricks on Delivering Bad News) The 5 Ws of Scope Creep (Who, What, When, Where, & Why) Approach Scope Creep the way you Approach Risk (How to Accept It, How to Avoid It, & How to Mitigate It)

Learning Objectives

- The 5 Ws of Scope Creep (Who, What, When, Where, & Why)
- Approach Scope Creep the way you Approach Risk (How to Accept It, How to Avoid It, & How to Mitigate It)
- Communicating Scope Creep is like Delivering Bad News (Tips and Tricks on Delivering Bad News)

1:15pm - 2:15pm

LONDON

IS THE GOOD IDEA FAIRY REALLY YOUR ENEMY?Howard Pearce, CBAP, IT BA Lead
Progressive Insurance Corporation

Your project has started, then a voice in the pod says “Hey, while the hood is up, how ‘bout we...” The “Good Idea Fairy” has arrived! But that isn’t always a bad thing. The “Good Idea Fairy” sometimes identifies things you couldn’t have known earlier on. This session will talk about how to know more earlier, how to share what we’ve learned, and how to make sure we have valuable conversations later in the project rather than simply having the same conversation over and over again with different people.

Learning Objectives

- Determine early-on in the planning of the project what we KNOW, and what we DON'T KNOW
- Learn effective processes and techniques that make the Good Idea Fairy an ally
- Build effective Decision Making Processes that are understood and USED by your team

MONDAY, NOVEMBER 12TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS TECHNOLOGY

1:15pm - 2:15pm UNITED AB

PROCESS MAPPING AND FLOWS - WHEN PICTURES SAY IT ALL

Mindy Bohannon, BA, Excella, IIBA Washington DC Chapter

Pictures say more than words ever could – and process mapping using flows tell the reader more than any document ever could. Specifying processes in symbols and flows easily illustrates the major components of a system’s inputs, outputs, steps, decision points, and helps us identify bottlenecks and areas for improvement. We’ll practice using a couple techniques to graphically show processes.

Learning Objectives

- Review the basics of process mapping and process flows
- Why are process mapping with flows helpful and review symbols commonly used while creating process flows
- Activities to create process flows during the session

1:15pm - 2:15pm FLORENCE

TOP 10 USER STORY TIPS!

Angela Wick, CEO, BA-Squared, LLC

Discover 10 tips to make your user stories great! We will look at common mistakes and challenges in user stories and tips to correct and avoid them

Learning Objectives

- Discover and see examples of the common mistakes in User Stories teams make
- Discover and see examples of how to fix the common mistakes made with user stories
- Learn the top 10 tips to get to high quality user stories and avoid the common mistakes

2:30pm - 3:30pm MALPENSA

STRATEGIC TRANSFORMATION

Paul Crosby, PMP, CFO, Bob the BA

There is one little secret that every Business Analyst should know about transformation and why only 10-15% of companies are getting it right. Strategy and analysis go hand in hand to transform or optimize an organization fully. Almost half of CIOs surveyed think they should identify where transformation should occur but leaders from other parts of the business aren’t sure. Real transformation requires a strong business vision developed by robust Strategic Analysis that drives changes to existing capabilities and develops new ones. In this workshop we learn how to use 12 new techniques that create new opportunities for innovation, optimization and transformation. Get hands on experience in using these techniques to build your transformational and Innovation goals. Learn how to evaluate emerging technologies and aligning them to the organization’s vision. Learn how to take and organize your analysis and package it for approval.

Learning Objectives

Learn about the different types of transformation and how to effectively develop a strategic business vision - build enterprise goals and objectives that are measurable and meaningful
Understand transformational scanning and how to use it for applying cutting edge technology and innovative strategies to achieve the business mission
Understanding how to build the case for a transformation by aligning the transformation with business goals and objectives. Learn how evaluation techniques for potential technologies that are emerging

TUESDAY, NOVEMBER 13TH

SYMPOSIUM DESCRIPTIONS

BUSINESS ANALYSIS TECHNOLOGY

2:30pm - 3:30pm UNITED AB

THE ART OF GAMIFICATION

Jennifer Battan, CSM, CBAP, Chief Creativity Encourager, Out of the Box BA/League of Analysts

In 1999 Bill Gates wrote a book about Business at the Speed of Thought. Nearly 20 years later, yes, technology is the digital nervous system of business, but what’s next? How can we motivate our teams, partners and customers to achieve their goals and ours? Let’s apply our natural need for achievement, socialization and mastery into a how we work. Less talk, more play. More play, more collaboration. More collaboration, stronger teams. Stronger teams, stronger results. Start playing games that make a difference.

Learning Objectives

- How to engage everyone from business partners to customers in collaborative games
- How to focus and adapt game techniques to your audience
- How to quickly convert game output into real work products

2:30pm - 3:30pm LONDON

STAKEHOLDER ENGAGEMENT IN A GLOBAL ENVIRONMENT: KEEPING THEM OFF FACEBOOK AND IN YOUR CONFERENCE CALL

Jennifer Bedell, Sr. Business Analyst, ADP

When you receive an invitation to a conference call, do you think “woohoo! An hour to clean out my inbox”? Or do you expect to accomplish something? Ideally, we would have an unlimited budget for travel and sticky notes. Without that, we need to be creative in how we keep our stakeholders interested when they also have day jobs. In this session, learn how to convert your remote stakeholders into active participants

Learning Objectives

- Preparing for a productive virtual meeting
- Tips to encourage participation
- Engagement outside of scheduled meetings

2:30pm - 3:30pm FLORENCE

VENDOR ASSESSMENT & MANAGEMENT

Martin Schedlbauer, PhD, CBAP, Director, Northeastern University

Most project require the selection of vendors to provide tools, resources, or parts. In this presentation, attendees will learn how to methodically assess, select, and manage vendors. Among the techniques introduced are the 10C model, SWOT analysis, and risk management. It will highlight some of the key considerations for cloud vendors, offshore vendors, and building relationships through contracts and partnerships.

Learning Objectives

- Select vendors using the 10C and SWOT models
- Manage vendors
- Work with cloud and offshore vendors

3:45pm - 5:00pm ROSEMONT BALLROOM AB KEYNOTE SESSION



THE ROBOTS ARE RISING - THE FUTURE OF PROJECTS

Angela Wick, CEO, BA-Squared, LLC

Robotics, Artificial Intelligence and Machine Learning are accelerating quickly in organizations and this means our projects and how we work them IS changing! We need to understand what these changes are all about, the skills you need and the types of problem and opportunities they solve for. Artificial Intelligence capabilities are challenging the very core of how businesses solve problems. In project work, we are at risk for building a solution that is based on the past. We have a BIG impact on determining the direction of our projects. While many core skills remain, they become even more important along with some newer skills. This session will explore what these capabilities are and how they impact the solutions we deliver, what skills we need to develop and how organizations can adapt to this new reality.

WORKSHOPS SCHEDULE AT-A-GLANCE

All Workshops run 8:30am to 4:30pm and include breakfast and lunch.

AGILE

BUSINESS ANALYST SKILLS

AGILE

BUSINESS ANALYST SKILLS

WORKSHOP DESCRIPTIONS

WEDNESDAY NOVEMBER 14 | 8:30am to 4:30pm

THE INNOVATOR'S JOURNEY

Jennifer Battan
Chief Creativity Encourager,
Out of the Box BA/League of Analysts

NARITA A

Throughout history, people we now count as great innovators and creative minds faced challenges and roadblocks. Thomas Edison said that the phonograph had no commercial value. Harry Warner from Warner Brothers Pictures did not believe anyone would ever want to hear actors talk. The chair of IBM said that the world market for computers is about five, and there was no reason for anyone to have a computer at home. When we encounter impediments, should we abandon our ideas, should we back off, should we play it

safe? Nah! Let's challenge the norm, identify a new outlandish goal, and abandon old paradigms. When the path to successful innovation is clear, are you ready for the Innovator's journey?

Learning Objectives

- A process framework for innovation and creativity
- How to apply the innovator's framework to projects, products and day to day work
- Why business analysis, in any form, needs innovators and creative risk-takers

AGILE BA BOOT CAMP

Dave Saboe
Agile Coach
Mastering Business Analysis

MALPENSA

The Agile BA Boot Camp will expand your knowledge and take your skills to the next level. In this workshop, we'll explore the role of the Business Analyst in an Agile environment. You'll get experience managing backlogs and find out how requirements in Agile differ from traditional project methodologies. This one-day boot camp will take you through the entire lifecycle of an agile project through activities and a hands-on case study.

Learning Objectives

- Effectively create and manage Agile requirements
- Use human centric requirements discovery approaches
- Manage a backlog to maximize business value

BUSINESS ANALYSIS FOR INTELLIGENT AUTOMATION AND AI IN A DIGITAL WORLD

Angela Wick
CEO, BA-Squared, LLC

MIRABEL

Come discover what the various intelligent automation capabilities are and how they are dramatically changing common business processes and capabilities you are writing requirements for! We will learn about the various artificial intelligence capabilities and how organizations are planning to use them. We will also look

at how to align these capabilities up with business processes and customer journeys and how to determine which ones make sense for your stakeholders. We will also look at the requirements practices new and old, needed to make requirements great in these types of projects.

WEDNESDAY, NOVEMBER 14TH

8:30AM
4:30PM

The Innovator's Journey

NARITA A

Jennifer Battan
Chief Creativity Encourager, Out of the Box BA/League of Analysts

Agile BA Boot Camp

MALPENSA

Dave Saboe
Agile Coach, Mastering Business Analysis

Business Analysis for Intelligent Automation and All in a Digital World

MIRABEL

Angela Wick
CEO, BA-Squared, LLC

The Creative Storm For Project Professionals Igniting A Pervasive Culture of Innovation

NARITA B

Nelson Cabral
President and Chief Innovation Officer, CABRAL Creative Leadership International Inc.

THURSDAY, NOVEMBER 15TH

8:30AM
4:30PM

Let's Get Serious About User Stories!

NARITA B

Angela Wick
CEO, BA-Squared, LLC

Strategic Transformation

NARITA A

Paul Crosby
CFO, Bob the BA

Agile for Everyone, Everywhere: Modern Techniques to Strengthen your Stories and Elevate your (story) Maps

MALPENSA

Jennifer Battan
Chief Creativity Encourager, Out of the Box BA/League of Analysts

Essential SQL FOR Business Analysts

MIRABEL

Martin Schedlbauer
Director, Northeastern University

AGILE

BUSINESS ANALYST SKILLS

WORKSHOP DESCRIPTIONS

WEDNESDAY NOVEMBER 14 | 8:30am to 4:30pm

THE CREATIVE STORM FOR PROJECT PROFESSIONALS: IGNITING A PERVASIVE CULTURE OF INNOVATION

Nelson Cabral
President and Chief Innovation Officer,
CABRAL Creative Leadership
International Inc.

NARITA B

With disruptive forces assaulting organizations from every direction, creativity has been labeled the single-most important business attribute. Project Management Professionals and Business Analysts now face the reality of driving projects forward to produce and create faster, cheaper, and better. But the good news is that Program Management & Business Analysts at all levels can accelerate innovation and change by applying creativity on a daily basis. In this entertaining and highly practical business program, Nelson Cabral, the world's only Triple Threat Creative Leadership Expert, shares proven practices to help you build, maintain, and nurture a creative culture.

Drawing upon his personal experiences and projects working with Project Managers and Business Analysts for over two decades, you will learn powerful lessons to help You:

- Build a culture that celebrates fresh thinking and embraces change
- Boost quality and quantity of breakthroughs through more effective team relationships and interactions
- Create a brilliant "group brain" by tapping into the creative genius inside everyone on your team
- Create and sustain a culture where innovation is allowed to happen again and again

THURSDAY NOVEMBER 15 | 8:30am to 4:30pm

LET'S GET SERIOUS ABOUT USER STORIES!

Angela Wick
CEO, BA-Squared, LLC

NARITA B

Let's get serious about User Stories! Learn what good ones and bad ones look like and correct poor user story habits. Learn how to slice and split stories by increments of value, and learn how to handle technical stories. We will look at common user story mistakes and strategies to correct them. We will also look at techniques that support great user stories, like Story Maps, Acceptance Criteria and where the other details get worked out. Come get serious about User

Stories! This highly interactive workshop helps Agile Business Analysts understand the Business Analyst Role on agile teams and focuses on high-quality user stories and related techniques. The workshop follows a case study through product vision to brainstorming, writing, analyzing, splitting, and refining user stories. Emphasis will be on alignment to vision, organizational strategy, end user value and human centered aspects of the system.

STRATEGIC TRANSFORMATION

Paul Crosby
CFO, Bob the BA

NARITA A

There is one little secret that every Business Analyst should know about transformation and why only 10-15% of companies are getting it right. Strategy and analysis go hand in hand to transform or optimize an organization fully. Almost half of CIOs surveyed think they should identify where transformation should occur but leaders from other parts of the business aren't sure. Real transformation requires a strong business vision developed by robust strategic analysis that drives changes to existing capabilities and develops new ones. In this workshop we learn how to use 12 new techniques that create new opportunities for innovation, optimization and transformation. Get hands on experience in using these techniques to build your transformational and innovation goals. Learn how to evaluate

emerging technologies and aligning them to the organization's vision. Learn how to take and organize your analysis and package it for approval

Learning Objectives

- Learn about the different types of transformation and how to effectively develop a strategic business vision - build enterprise goals and objectives that are measurable and meaningful
- Understand transformational scanning and how to use it for applying cutting edge technology and innovative strategies to achieve the business mission
- Understanding how to build the case for a transformation by aligning the transformation with business goals and objectives

AGILE FOR EVERYONE, EVERYWHERE: MODERN TECHNIQUES TO STRENGTHEN YOUR STORIES AND ELEVATE YOUR (STORY) MAPS

Jennifer Battan
Chief Creativity Encourager,
Out of the Box
BA/League of Analysts

MALPENSA

Does your product backlog feel a little light? Are you struggling to keep analysis tasks a few iterations ahead of development? Yes, there is a place for business analysis in agile, even if your organization isn't adopting an agile approach. Join us to learn modern techniques that will create relatable and organized requirements that provide the value stakeholders are looking for.

Learning Objectives

- Modern techniques that will create an analysis impact
- Collaborative approaches for elicitation and relatable requirements development
- Methods for organizing and prioritizing requirements to provide value.

ESSENTIAL SQL FOR BUSINESS ANALYSTS

Martin Schedlbauer
Director, Northeastern University

MIRABEL

This workshop teaches the key skills for creating effective (and correct) queries in the industry-standard SQL language. It moves from simple one-table queries to multi-table joins. It covers grouping, sorting and filtering plus complex queries with subqueries. Demonstrates how to use aggregation functions for simple analytics. The workshop completes with demonstrations on how to

import data into Excel for further processing and visualization.

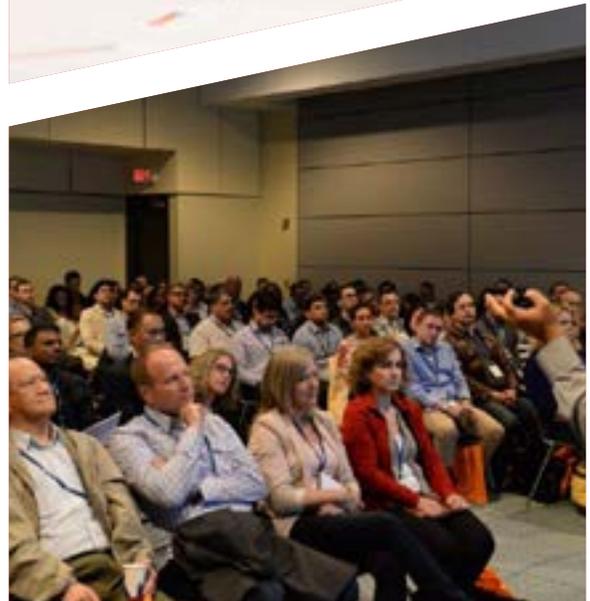
Learning Objectives

- Build complex queries from multiple tables
- Aggregate results and grouped data for simple analytics
- Apply subqueries to simplify complex queries

2019 SPRING SCHEDULE



ORLANDO, FL
March 25 - 27 2019



WASHINGTON DC
April 29 - May 1 2019



TORONTO, ON
May 27 - 30 2019

PROJECTWORLD 

PROJECT  **SUMMIT**

BUSINESS ANALYST  **WORLD**