

PROJECT  SUMMIT
BUSINESS ANALYST WORLD

FUTURE FORWARD

WASHINGTON, DC

OCTOBER 13-15, 2021

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- 1** EARN UP TO **18 PDUs AND CDUs**
- 2** **TOP QUALITY EDUCATION AT COMPETITIVE PRICES**
- 3** **REGIONAL ADVISORY BOARD THAT TARGETS LOCAL ISSUES**
- 4** **UNIQUE CONFERENCE MODEL PMBA COMBINED**
- 5** **UNLIMITED NETWORKING OPPORTUNITIES WITH YOUR PEERS**
- 6** **LOCAL & CONVENIENT LOCATION**

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GREETINGS FROM THE CONFERENCE VICE PRESIDENT & EVENT MANAGER



FUTURE FORWARD

Are you ready for a challenge and an opportunity? As conference Vice President and Event Manager, we would like to offer both. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

As Project Managers and/or Business Analysis Professionals, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, all while understanding the importance of the bottom line. Our conference, ProjectSummit*BusinessAnalystWorld is designed to create scenarios that deliver these skill-set enhancing situations.

Whether it's through classroom-style sessions by recognized experts and innovators or peer-to-peer casual conversations, the learning process will be natural and above all, fun!

Along with gaining knowledge and making new acquaintances, it's important to remind you that attendees can claim one credit for every hour of education, up to 18 in total over 3 days, which goes a long way to renewing your certification.

We encourage you to take advantage of all the learning and networking opportunities this event provides. Please do not hesitate to contact us directly if you have any questions!

Amy Ruddell | Vice President, Business Unit
ProjectSummit*BusinessAnalystWorld
aruddell@macgregorcom.com

Jenn White | Event Manager
ProjectSummit*BusinessAnalystWorld
jwhite@macgregorcom.com

2021 KEYNOTE

SPEAKERS



**LEADING AT THE EDGE :
3 STEPS TO SHAPE THE
FUTURE OF WORK**

GREGG BROWN
CHANGE READY LEADERSHIP

OCTOBER 13 | **8:30AM - 9:45AM**

We are currently living through a global crisis, unlike anything we have experienced in our lifetime. The pandemic has shown us that in the midst of great change, we can look for the opportunities that are available to serve our organization and the planet. We are not the people we were a year ago. We are being called upon to expand the vision of who we are and what we, and our organizations can do. This is the edge of change where we have to sharpen our capacity to lead. It starts with each one of us - regardless of our job title.



**SLAYING YOUR
ORGANIZATIONAL DRAGONS
(BEFORE THEY SLAY YOU)**

VINCE MIRABELLI
LOVE THE PROCESS ACADEMY

OCTOBER 14 | **8:30am - 9:45am**

Beware! Beyond Here Be Dragons! They cause nothing but pain, heartache, and immeasurable frustration. They have sacked cities, scorched the ground to make the land inhospitable, and caused entire empires to fall. Dragons! They're the worst! Well, then get ready for a shock, noble knights...the dragons we fight everyday, with whom we are entwined in an eternal struggle, are winning...which, obviously, is not good for us. In fact, there are 7 dangerous, dastardly dragons that dominate, preventing our organizations (and us!) from achieving our full potential. No matter your industry, sector, or market, we all deal with dragons; some are just little baby dragons, best to be dealt with before they grow too large, because those older dragons make victory much more difficult. But not impossible. So grab your sword, your shield, and your shouts...we've dragons to slay!




**KNOW YOUR LEADERSHIP
COMPASS: A ROADMAP TO LEAD
WITH PASSION AND PURPOSE**

JIMMY GODARD
BANK OF AMERICA

OCTOBER 13 | **2:30pm - 3:30pm**

Business Leaders, Managers, and Directors may be brilliant leaders in one situation and do not have the same results in another. Management gurus agree: Anyone can lead, not everyone can be a successful leader. The previously embraced command-and-control techniques are increasingly ineffective. Today's business environment demands leaders to be alert, agile, enterprising, and skilled in the art of diplomacy. As a leader, it's imperative to articulate who you are, and what you stand for, and why you're excited to lead your team. Are these areas you feel you need to develop? Do you have a compass to guide you on the journey of leading through challenging times, your teams, stay flexible in dealing with them; try to respond to them in ways that address their needs and interests. If so, join us for this Keynote "Know your Leadership Compass: A Roadmap to Lead With Passion and Purpose" It is a highly-interactive reflective process that sets a path to transformational leadership. Participants will receive a navigational direction to support others as they assert their leadership maturity and learn how their thinking and behavior impact the way they lead others.



**WE'RE DROWNING IN DATA!
ARE YOU PREPARED TO HELP?**



LORI SILVERMAN
PARTNERS FOR PROGRESS

OCTOBER 14 | **2:30pm - 3:30pm**

The title of a recent HBR article by Randy Bean and Tom Davenport, says it all, "Companies are Failing in Their Efforts to Become Data-Driven." The research results they cite from NewVantage Partners are unequivocal: People AND process are the number 1 obstacle. For this to significantly shift, the authors state that organizations must address "cultural barriers to business adoption." They didn't say, "What's needed is more advanced technology," or "Get everyone to think like a data scientist" or "Better data visualizations are needed."



Schedule at-a-glance

Wednesday, October 13

7:30 am - 8:30 am	Networking Breakfast		
8:30 am - 9:45 am	 <p>Gregg Brown MSc, PMP, CTDP, Founder, Change Ready Leadership</p> <p>LEADING AT THE EDGE : 3 STEPS TO SHAPE THE FUTURE OF WORK</p>		
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
10:00 am - 11:00 am	<p>Program Management and National Security Andrew Anderson Deputy Director/Program Manager</p>	<p>Blinding Me with Science! Create an Innovation Pipeline via an Experimental Approach to Revolutionize your Project Delivery David Shaffer Jr Campbell Soup Company</p>	<p>Blockchain 101 for the Business Analyst Steve Palmer Co-founder, Ever Evolving, Inc.</p>
11:15 am - 12:15 pm	<p>Peaks or Valleys? 3 Factors to finding Agile Scaling Success Nicole Spence-Goon CSP-CSM, PMI-ACP, ICP-ACC, CAL1, A-CSPO, Agile Coach, Excella</p>	<p>Building Emotional Fitness to Lead During Difficult Times Hans Eckman Principal Research Director, Info-Tech Research Group</p>	<p>It's a User Story. It's a Requirement. No! It's Super BA! Be a superhero when managing your requirements Jennifer Bedell Senior Business Analyst, Mariner Innovations</p>
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	<p>Infrastructure Projects - What Makes them Different and Difficult Dave Davis PMP, PgMP, PBA, ACP, DASCSM, Ohio Health</p>	<p>#KonMari your Backlog: Tidying up those PBIs Jennifer Forest Senior Technical Project Manager Brazen</p>	<p>Question Everything - The Art of Productive Conversations Mindy Bohannon CBAP, Managing Consultant/Agile Analyst, Excella</p>
2:30 pm - 3:30 pm	 <p>Jimmy Godard MCIS, MBA, PMP, ITIL, Senior Change Manager, Service Delivery Manager, Program Manager, Bank of America</p> <p>KNOW YOUR LEADERSHIP COMPASS: A ROADMAP TO LEAD WITH PASSION AND PURPOSE</p>		
3:45 pm - 5:00 pm	Networking Reception and Sponsor Showcase		

Schedule at-a-glance

Thursday, October 14

7:30 am - 8:30 am	Networking Breakfast		
8:30 am - 9:45 am	 <p>Vince Mirabelli CBAP, CCXP, MBB, PMP, Principal, Love the Process Academy</p> <p>SLAYING YOUR ORGANIZATIONAL DRAGONS (BEFORE THEY SLAY YOU)</p>		
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
10:00 am - 11:00 am	<p>Creating a Successful Project Environment Jason Orloske PMP, CSM, CSP, CM Founder/CEO Bridge the Gap Consulting, LLC</p>	<p>Tango with a Bear: Dancing with Conflict to Innovate Paul Crosby PMP, Co-Founder & CEO The Uncommon League - The Uncommon Foundation</p>	<p>The Case for Business Analysts on Agile Teams Judy Alter CBAP, FLMI, ACS, HIA & PCS CEO/Owner, Judy Alter Speaker & Business Analysis Services LLC</p>
11:15 am - 12:15 pm	<p>From Sideburns & Mulletts to Stakeholders & Milestones: How Rock-n-Roll can Help Save Your Project and Keep you Singing! Jennifer Bedell Senior Business Analyst, Mariner Innovations David Shaffer Jr IT Commercialization Service Manager, Campbell Soup Company</p>	<p>Understanding Your Customer's Needs Shirley Sartin Business Analyst Lead, OneAmerica</p>	<p>Let's Play! Gamifying KM to Increase the Likelihood of Adoption Madison Jaronski Senior Knowledge Management Analyst, Alion Science and Technology</p>
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	<p>What Project Managers Can Learn for the Movie "The Intern" Frank Saladis President, Blue Marble Enterprises Inc.</p>	<p>User Story Mapping, the Magical Path to Your MVP Christine Fredley CDAP, Senior IT Project Manager, Franklin Templeton Investments</p>	<p>The Requirements Compass® The Path to Project Success Starts Here Jennifer Battan Cofounder, Chief Creativity Officer</p>
2:30 pm - 3:30 pm	 <p>Lori Silverman Strategist and Owner, Partners for Progress</p> <p>WE'RE DROWNING IN DATA! ARE YOU PREPARED TO HELP?</p>		

Workshop Schedule at-a-glance

Friday, October 15 | 9:00am - 3:00pm

BADASS ANALYSIS TECHNIQUES: PART 2

Jennifer Battan
CSM, CBAP, Cofounder, Chief Creativity Officer, Out of the Box BA/The Uncommon League

Badass Business Analysis Techniques has been the biggest selling workshop in the history of Project Summit, Project World and Business Analysis World. It only makes sense that it is time for part 2! There are 100's of techniques that we use for customer experience, business analysis, project management and more.

In the first class we shared 20 new modern techniques. Well let's learn 20 more! This dynamic, fun and interactive workshop has one goal. You will learn and actively practice over 20 new techniques to help you elicit, analyze, facilitate, and more that you can employ immediately back on the job.

BE FUTURE READY: LEAD AND NAVIGATE CHANGE STRATEGICALLY AND DECISIVELY

Gregg Brown
MSc, PMP, CTPD, Founder, Change Ready Leadership

Many organizations are faced with the reality of having to produce more at a faster pace, with increased complexity and uncertainty. To get people on board with proposed changes, it requires skillful leaders and individual contributors to guide teams from their current state to the desired future. This workshop will assist participants to not only be able to handle the vast amounts of change but shift to the new vision that is being asked of them.

Gregg examines how to lead and navigate change that may seem ambitious, change that is imposed upon us, change that may have a negative impact, or even change that inspires you but may seem like 'a lot'. Participants will leave with practical tools and techniques to lead and guide people through change, support their team's ability to navigate change - and just as importantly to develop the skills to be future ready.

LEAN SIX SIGMA FOR BUSINESS ANALYSTS AND PROJECT MANAGERS

Vince Mirabelli
CBAP, CCXP, MBB, PMP, Principal, Love the Process Academy

If it was easy to improve business and project results, results would always improve. We know in reality, however, that is far from the case. Leaders understand the true power of managing the improvement of critical business results through project teams. That is why they seek to address the most difficult process improvement issues they face through the planning and execution of projects. By extension then, it stands to

reason that those involved in those projects, namely Project Managers and Business Analysts, should be trained in a process improvement methodology, and there is no better approach to process improvement than Lean Six Sigma. As a discipline with a focus on process improvement which is driven by key measure improvement, the Lean Six Sigma methodology becomes another arrow in your quiver.

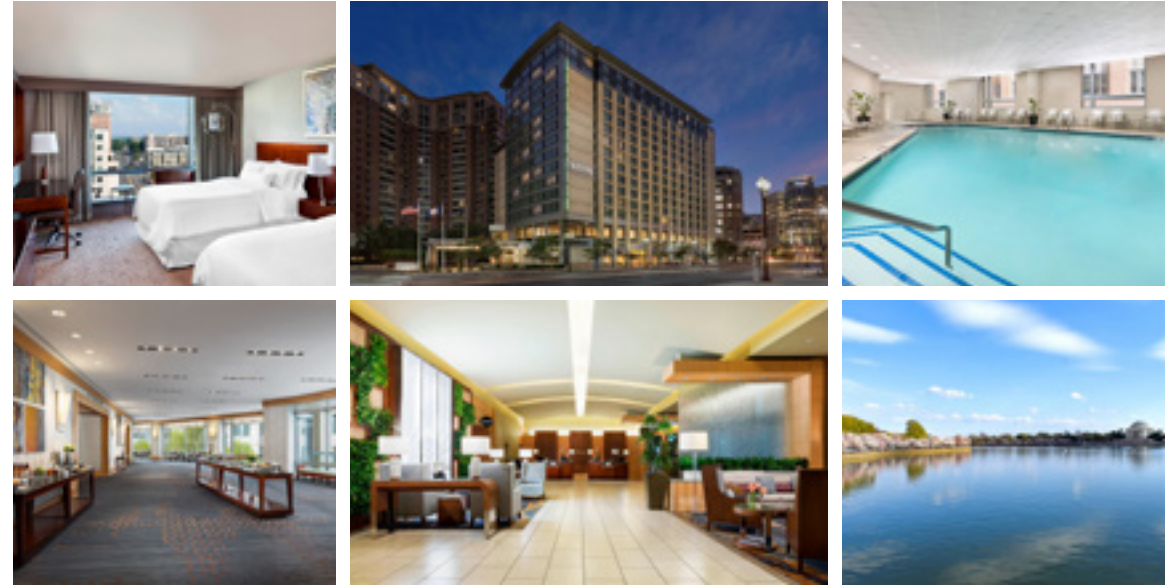
PROVEN WAYS TO ENHANCE STRATEGIC THINKING IN YOURSELF AND OTHERS

Lori Silverman
Strategist and Owner, Partners for Progress

We live in a VUCA world. It's easy to be consumed by short-term challenges posed by leaders, team members, and other stakeholders and only be tactical in our responses. To respond for the long haul, we must think strategically. We need to know when to stop analyzing and

breaking apart data. We need to figure out how to create useful meaning from the uncertainties and trends that seem far out, but have begun to impact us. In this workshop, you'll walk away with a variety of practical strategic thinking tools you can immediately apply.

LOCATION AND ACCOMMODATIONS



The Westin Arlington Gateway

801 N Glebe Rd, Arlington, VA 22203, United States

Call 703-717-6200 and quote PS/BAW Washington 2021 or [click here](#) to book online.

Book by September 20, 2021 to secure the PS*BAW group rate.

Group Nightly Rate: \$229. Quote: PS*BAW WASHINGTON 2021

COMMITMENT TO CLEAN

As we welcome you back to our hotels around the world, we are committed to providing you with a safe environment that aligns with expert protocols for working to defeat COVID-19. Consisting of in-house and outside experts in food and water safety, hygiene and infection prevention, and hotel operations, our Marriott Cleanliness Council is redefining our cleaning and safety standards. We will actively monitor and evolve our solutions to ensure a continued focus on the health and safety of our guests and associates.

For details visit <https://clean.marriott.com/>

REGISTER TODAY

Register Before September 17 to Save 10%!

TO RECEIVE THE EARLY BIRD PRICING, REGISTER USING THE INVITATION CODE PROVIDED ON THE COVER

	EARLY BIRD Until September 17, 2021		REGULAR Until October 15, 2021	
	Individual	Groups of 5+	Individual	Groups of 5+
3 Day Pass (Includes 2 Symposia Days and 1 Workshop)	\$2,002.32	\$1,802.09	\$2,224.80	\$2,002.32
2 Day Pass (Includes 2 Symposia Days)	\$1,219.01	\$1,097.10	\$1,354.45	\$1,219.01
2 Day Combo Pass (Includes 1 Symposia Day and 1 Workshop)	\$1,469.30	\$1,322.37	\$1,632.55	\$1,469.30
1 Day Symposium Pass (Includes 1 Symposia Day)	\$706.37	\$635.74	\$784.86	\$706.37
1 Day Workshop Pass (Includes 1 Workshop)	\$954.81	\$859.33	\$1,060.90	\$954.81

All registrations are on an individual basis. Badge sharing is not allowed.

NOTE: Continental breakfast, breaks and lunch are included with registration!

CORPORATE PROGRAM GROUP BENEFITS



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Organizations registering 3 or more attendees receive group discount rates. If your company is interested in this special offer, please contact me directly!

Jennifer White

E: jwhite@macgregor.com

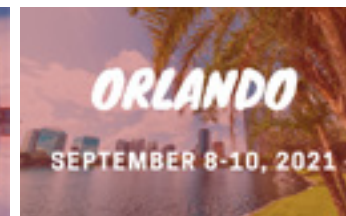
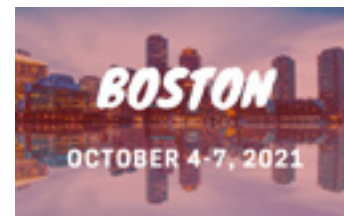
Include "PS*BAW Washington Group Inquiry" in the subject line.

BUILD A CASE FOR ATTENDING PROJECTSUMMIT*BAWORLD WASHINGTON

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT



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