

PMBA  GLOBAL

FUTURE FORWARD

VIRTUAL CONFERENCE

DECEMBER 7-10, 2021

TO RECEIVE THE EARLY BIRD PRICING,
REGISTER USING INVITATION CODE: **DM1**

Earn up to 35 PDUs & CDUs

Early Bird Pricing until November 5, 2021



Macgregor
Communications



IIBA® Endorsed Conference
Producer™

WHY ATTEND:

- 1** EARN UP TO **35 PDUs AND CDUs**
- 2** LEARN FROM INDUSTRY EXPERTS AND INNOVATORS
- 3** INCREASE PRODUCTIVITY AND EFFECTIVENESS
- 4** ACQUIRE NEW SKILLS, STRATEGIES AND BEST PRACTICES
- 5** CONNECT AND EXPAND YOUR PROFESSIONAL NETWORK



FOLLOW US!

@PROJECTWORLD
#PMBAGlobal



BUILD A CASE FOR ATTENDING PMBA GLOBAL

TANGIBLE BENEFITS OF TRAINING AND DEVELOPMENT



GREETINGS FROM THE CONFERENCE VICE PRESIDENT

FUTURE FORWARD

On behalf of the entire team at Macgregor Communications, I'd like to welcome you to the Fall edition of the PMBA Virtual Global Conference!

Project Managers and Business Analysts are pivotal roles in any business, especially now. You are tasked with managing multiple strategies, diverse and virtual teams, changing job descriptions, and all the new challenges the pandemic has introduced. This conference program is designed to assist you in navigating the new face of work. The conference speakers are determined to help you shine and excel at these very demanding tasks. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

I encourage you to take the opportunity to meet and connect with as many people as possible via our networking app! Participate in group discussions, ask questions, strike up conversations with other attendees, the speakers and staff. Some of the most important take-aways you'll leave with are not what you learned in the classroom, but in the connections you will make.

I hope you will join us. Let's forge Future Forward together!

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

KEYNOTE SPEAKERS



THE LEADERSHIP TEST: SIX QUESTIONS THAT TRANSFORM PEOPLE AND ORGANIZATIONS

DREW DUDLEY
WALL STREET JOURNAL BESTSELLING AUTHOR

DECEMBER 7 | 12:00PM - 1:15PM

In this engaging and empowering Keynote, Drew demonstrates that there is a form of leadership to which we should all aspire: one that is driven by a daily commitment to acting on six key leadership values: impact, courage, growth, empowerment, class and self-respect. Drew provides six questions that comprise "The Leadership Test," and while the questions may be simple, the behavioral changes they generate build better careers, stronger organizations and more fulfilling lives. Sharing stories from small-town Canada to the deserts of Qatar, and insights from leaders of all types—CEOs, elite athletes, cab drivers, custodians and everyone in between—this presentation changes the way audiences think about leadership in their life and workplace.



GETTING (THE RIGHT) THINGS DONE: A GUIDE TO ACHIEVING MORE WITHOUT BURNING OUT

HAMZA KHAN
EMPOWERMENT EXPERT

DECEMBER 8 | 12:00PM - 1:15PM

Hamza Khan is all-too-familiar with the tendency of overachieving leaders to lose their drive within ambitious and/or successful organizations. He's someone who once embraced the prevailing notion that longer hours, aggressive hustle, and a "whatever it takes" attitude is required to succeed within the modern workforce. But after experiencing a deadly brush with burnout, his perspective completely changed. Today, he directly counters the chaos, anxiety, and stress that plagues millions of organizations and hampers billions of people every day. And in always-on cultures of overwork, the consequences of not working smart can sometimes be fatal. Longer hours, an excessive workload, and a lack of sleep have become a badge of honour for students and early talent alike. But it should be a mark of foolishness, Khan argues. The answer to better productivity isn't more hours—it's less waste and fewer things that induce distraction and persistent stress. It's time to stop celebrating crazy and start celebrating calm. In this dynamic and engaging workshop, audience members will receive the action-oriented insights that they didn't get in school, highlighting real-world best practices for getting (the right) things done. Learn how to establish priorities, avoid meeting overload, stay on top of their inboxes, and know with certainty when something is ready to ship. By the end, the audience will embrace the idea that busyness reflects disorganization. And that in order to succeed, they must focus on getting the right things done.

OTHER CONFERENCES



PROJECT SUMMIT
BUSINESS ANALYST WORLD

PROJECT WORLD*
BUSINESS ANALYST WORLD

BUSINESS ANALYST WORLD

Schedule at-a-glance

Tuesday December 7

| | | | | | |
|------------------|---|--|---|--|--|
| 12:00pm - 1:15pm |  | Drew Dudley Wall Street Journal Bestselling Author | THE LEADERSHIP TEST: SIX QUESTIONS THAT TRANSFORM PEOPLE AND ORGANIZATIONS | | |
| | PROJECT MANAGEMENT | SHARED SKILLS | BUSINESS ANALYSIS | AGILE | |
| 1:30pm - 2:15pm | Influence and Project Management How to Advise and Motivate for Successful Project Results Dave Davis OhioHealth | Maximizing Project Success Through Inclusive Leadership Siobhan Calderbank LCBO | Business Analysis Episode IV, A New Hope Fabricio Laguna | Disruptive Change & Agility Rich Batchelor Capillary Consulting | |
| 2:30pm - 3:15pm | Restarting Suspended Engagements Martin Fenelon CGI, Inc. | Crafting Impactful Executive Presentations Bruce Gay UPMC Enterprises | Enterprise Analysis, Not As Usual Vince Mirabelli Love the Process Academy | Are you agile for the next industrial revolution? Dilash Krishnapillai International Financial Data Services (IFDS) | |
| 3:30pm - 4:15pm | Creating a process improvement team from ground up Banu Raghuraman Info Tech Research Group | Compass For Team Building: 5 Easy Ways To Leading Teams To Success Jimmy Godard Bank of America | These are Not Your Parent's Flowcharts! Business Process Modeling Tips for Digital Transformation Edmund Metera ProcessModelingAdvisor.com | Be Agile: The Business & The Analyst Bola Adesope STACEY & LLOYD CONSULTING | |
| 4:30pm - 5:30pm | ProjectFUNdamentals: Networking Extravaganza | | | | |

Schedule at-a-glance

Wednesday December 8

| | | | | | |
|------------------|---|--|---|--|--|
| 12:00pm - 1:15pm |  | Hamza Khan Empowerment Expert | GETTING (THE RIGHT) THINGS DONE: A GUIDE TO ACHIEVING MORE WITHOUT BURNING OUT | | |
| | PROJECT MANAGEMENT | SHARED SKILLS | BUSINESS ANALYSIS | AGILE | |
| 1:30pm - 2:15pm | From the strategic level to the tactical level, perspective is everything Chris Vandersluis HMS | Help Senior Management Help You Kevin Brennan Aligned Outcomes | What's in your BA Prioritization Toolbox? Jennifer Forrest Brazen | When will you be done? Talking to managers and others about this in Agile work Ryland Leyton Cognizant Microsoft Business Group | |
| 2:30pm - 3:15pm | Thriving During a Pandemic! Tips, Tricks, and Traps to Avoid for Successful Project & Service Delivery Cindy Wass-Thomas Avocette Technologies Inc. Catherine Deluca Deluca and Co. | Conversation as the Core Business Process for Project Managers & Business Analysts (PMs/BAs) Mark Hollingworth 5i Strategic Affairs | Being a BA on a BADgile Project Steve Jones ISO New England | 7 Agile and DevOps Insights I Wish I Knew Earlier Hans Eckman Info-Tech Research Group | |
| 3:30pm - 4:15pm | Digital Team based Relationship Analytics: Maximising Teams Productivity Laurence Lock Lee SWOOP Analytics | Tango with a Bear: Dancing with Conflict to Innovate Paul Crosby The Uncommon League - The Uncommon Foundation | Writing the Right User Stories Right Robin Goldsmith Go Pro Management, Inc. | How will Agile Methodology build Innovation Banu Raghuraman Info Tech Research Group | |



Workshop Schedule at-a-glance

Thursday December 9

PROJECT 911: HOW TO PREVENT HAVING TO RECOVER

Bruce Gay
PMP, Senior Program Manager, UPMC Enterprises
Daniel Simon
PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC

Experience "Project 911", a day-long project recovery simulation. Workshop participants will be engaged in learning and exercising key leadership methods by working through realistic project recovery scenarios. Learn tips on how to manage

risky situations via a business challenge that sets up project recovery scenarios. How will the team react? How will you help lead them to success? Choose carefully to determine the project's destiny!

"GIVE FEEDBACK LIKE A LEADER, NOT A CRITIC"

Joel Silverstone
Senior Professional Skills Facilitator & Coach, The Great Canadian Training & Consulting Company

When feedback is done well, it changes the culture of an organisation. Trust, respect, and growth create more joyful and productive teams. In this session, we will use a feedback model that will help you deliver meaningful feedback and preserve relationships. With this model, you will explore your own role in receiving feedback. Be ready to practice!

Learning Objectives

- Learn key behaviours needed to deliver meaningful feedback in a manner that preserves relationships
- Promote team connectivity and new ways of relating to each other
- Put your ego on hold, and recognise how to receive feedback

BUILDING & EXECUTING PROGRAM STRATEGIES

Sanjeev Kumar
CEO, Augment Consultancy

The biggest reason why strategic programs fail is due to the strategy execution gap, where the people executing the strategies do not understand "Why" are we doing this or "Where" are we going? What is the desired end state? Every strategic program (or portfolio) needs one individual that bridges this strategic execution gap, who leads the initiative towards success by keeping the team always focused on the end goal. Programs & Portfolios are vehicles for executing an organization's strategies and achieving the strategic goals & objectives. As the industry shifts from just delivery of projects and programs to a more

value-driven and benefits-oriented model, program management acts as a key part in the puzzle that allows organizations to realize the highest business value & benefits from a group of related initiatives that are managed as one program.

Learning Objectives

- Senior Executive & Business Leaders will understand: Why it is important to have initiatives always aligned to your organization strategies. How to introduce structured management of related initiatives with a focus on benefits realization

BUSINESS ANALYSIS IN DIGITAL TRANSFORMATION: A PRACTICAL TOOLKIT

Adrian Reed
CBAP, Director, Blackmetric

Organizations are increasingly embarking on 'digital transformation' programs. Yet the words 'digital' and 'transformation' often mean very different things to different people and there's a real danger that changes will be implemented that don't meet expectations (or perhaps make things worse!). Business analysis is a crucial enabler to creating clarity over what is needed, and why change is being pursued in the first place. It's easy to imagine that we need a whole new set of BA tools. But the good news is that our existing toolkit works well in a digital context too! All we need is a shift in analysis focus. In this practical, hands-on and interactive session you will hear about a range of analysis tools that are relevant in a digital context. The session covers:

- Techniques

for understanding stakeholder perspectives, engagement and understanding what outcomes stakeholders want.

- A practical approach to Journey Mapping
- What 'business events' are and why they matter
- Approaches to challenging existing constraints and innovating

You will take away a practical, applicable toolkit that you can use on your own projects.

Learning Objectives

- Techniques for understanding stakeholder perspectives, engagement and understanding what outcomes stakeholders want
- A practical approach to Journey Mapping

READY FOR ANYTHING: MANAGING CHALLENGING PROJECTS WITH MINDFULNESS AND INTELLIGENCE

George Pitagorsky
Consultant, Self-Aware living

Practice mindfulness and hone emotional and social intelligences to become better able to manage conflict and expectations in the face of volatility, uncertainty, complexity and ambiguity. The workshop format will include exercises and dialog to anchor the content to the experience of participants.

Learning Objectives

- Identify the principal causes of unnecessary stress and failure in projects
- Apply their understanding of mindfulness, emotional and social intelligences to conflict and expectations management
- Be able to practice formal and informal mindfulness meditation techniques inspiring their teams and colleagues.

STRATEGIC DECISION-MAKING FOR PMS & BAS

Mark Hollingworth
President, Si Strategic Affairs

Strategic decisions are the decisions that keep you up at night. The consequences of making the right decision (or not) are high. It is easier to procrastinate, to enter "analysis paralysis", to not take a decision, than to stick your neck out and say "We are going to do this. And, if we are going

to do this, it means we are not going to do that." Such decisions can be career-enhancing, or career-ending. This workshop will help you take better strategic decisions in the future - and will help you get a better night's sleep!

PRACTICAL CAPABILITY MAPPING

Kevin Brennan
CBAP, PMP, Chief Business Architect, Aligned Outcomes

A capability map is a high-value technique for tackling these business problems and many others. Capability maps are discussed in the BABOK and BIZBOK, but much existing discussion just seems to confuse the matter. What exactly IS a business capability? What's the difference between a capability and a process? When should I build capability maps and why? This workshop will help you understand the importance of capabilities in business strategy and execution.

Learning Objectives

- Assess the core capabilities that help to drive a company's success
- Build capability maps that support project objectives
- Effectively map capabilities to business processes

WRITE RIGHT AGILE USER STORY AND ACCEPTANCE TEST REQUIREMENTS RIGHT WORKSHOP

Robin Goldsmith
President, Go Pro Management, Inc.

This well-received highly interactive workshop guides participants through a series of small-team exercises that overcome commonly-reported difficulties writing user stories and their acceptance criteria/tests. Following effective models of user story role/characteristics,

participants apply powerful tools and techniques, including the Problem Pyramid™, to first discover the right requirements for user stories, then write them right, and improve with feedback from other teams.



Workshop Schedule at-a-glance

Friday December 10

| | |
|---|--|
| <p>CHANGE MANAGEMENT FOR PROJECT MANAGEMENT SUCCESS</p> | <p>Richard Batchelor Capillary Consulting</p> |
| <p>Effective change projects demand heightened leadership and change management expertise to motivate and unite people behind the project vision and to ensure continuous alignment of teams with strategic goals. -Understand key change management principles and their application to the discipline of project management. -Engage in discussions to identify where and how change</p> | <p>management activities are integrated across the full project life cycle -To broaden your understanding of the change manager and project manager role when executing change. Best practices, real world examples and content based materials will provide you with the knowledge, skills and steps to show how you too can integrate these two disciplines to achieve a greater level of success.</p> |
| <p>10 ESSENTIAL TEAM NEEDS AS WE MOVE PAST CRISIS AND BUSINESS DISRUPTION KEYS TO ENCOURAGE ENGAGEMENT, PRODUCTIVITY AND COMBAT BURNOUT</p> | <p>Beverly Beuermann-King Stress and Resiliency Expert, R 'n' B Consulting - Work Smart Live Smart</p> |
| <p>Burnout and role overload are pervasive during times of change and crisis. How do you ensure that your team and colleagues are feeling safe, supported, and productive as we move through this business disruption? By focusing on these 10 Essential Needs, you will be able to discover how to effectively support your team as they respond to challenges, and cope through change. Learn to choose the most effective strategies that will help your team stay engaged, balance the uncertainty, and build resilience.</p> | <p>Learning Objectives</p> <ul style="list-style-type: none"> • Distinguish the 10 Essential Team Needs that must be addressed in supporting your team as they move through this uncertainty • Avoid the pitfalls of managing a team during and after crisis • Discover the 3 C's that are vital to effective leadership |
| <p>INTEGRATING DESIGN THINKING ON YOUR PROJECTS</p> | <p>Bruce Gay PMP, Senior Program Manager, UPMC Enterprises</p> |
| <p>Design Thinking has emerged as a major trend for how innovative organizations and teams are approaching problem-solving. This hand-on, interactive workshop explores the intersection between Design Thinking and projects. Participants should bring their "creative" sides as the workshop will include rapid-fire sketching exercises and several individual and group hands-on exercises to learn various design methods for user research, idea generation, visualization and prototyping.</p> | <p>Learning Objectives</p> <ul style="list-style-type: none"> • Communicate the benefits of incorporating design methodologies on projects for increased customer alignment and business impact • Apply innovative and adaptive techniques for user research and requirements elicitation • Identify and apply design thinking techniques for improving benefits realization and project success |
| <p>THE AGILE BA: KEY PRACTICES AND TECHNIQUES TO EXCEL ON AGILE INITIATIVES</p> | <p>Mihaela Popescu CBAP, Lead Business Systems Analyst, Spectrum Health/Priority Health</p> |
| <p>Whether you are a Business Analyst on an Agile team following traditional Agile methodologies, a Business Analyst part of an organization that follows the SAFe framework or a Business Analyst in a hybrid world, this workshop will help you master business analysis tools and techniques to position you for success.</p> | <p>Learning Objectives</p> <ul style="list-style-type: none"> • Review available business analysis tools, and be able to identify the right tool for the right BA activity • Practice proven business analysis techniques using hands-on activities • Understanding the nuances of the BA role required to be successful during digital transformation initiatives |

| | |
|--|---|
| <p>MANAGING STAKEHOLDER EXPECTATIONS OF CHANGE ON YOUR PROJECTS IN A VIRTUAL ENVIRONMENT</p> | <p>Gina Abudi President, Abudi Consulting Group, LLC</p> |
| <p>Every project creates change for some stakeholder somewhere. Managing stakeholders' expectations of change that the project creates is essential to support adoption of the project's objectives. This can be challenging enough for Project Managers who are also running the project and leading the team; it becomes even more complex in a virtual environment.</p> | <p>Learning Objectives</p> <ul style="list-style-type: none"> • Create a people change management plan • Engage stakeholders from the perspective of adopting change • Communicating from the perspective of change |
| <p>BUSINESS STORYTELLING</p> | <p>Diana Kawarsky MA, CCP, Author, President, The Soft Skills Group</p> |
| <p>Become a more effective speaker through business storytelling: communicate with greater impact, understand the relationships in organizational environments, and present effectively. This highly innovative and creative workshop will quickly show you how to refresh and update outdated phrases and communication styles, relearn how to bridge business and cultural</p> | <p>gaps, and reconnect at a more imaginative, inspiring level with colleagues and clients.</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> • To understand the power of storytelling to convey your message in the workplace • To use the four Ps of storytelling: purpose, plot, people, place |
| <p>LEADER OR MANAGER? THE ART OF BALANCING BOTH TO ACHIEVE SUCCESS</p> | <p>Vijay Verma PMI Fellow, PMP, MBA, P.Eng, TRIUMF, University of British Columbia and Samanda Enterprises Inc.</p> |
| <p>Prepare to meet the challenges of the 21st century by creating high performance teams. Is it leadership or management that is most needed for successful projects in this century? This is a crucial question being addressed by most organizations. Leadership is a subset of management. In general terms, leadership is an ability to get things done through others while winning their respect, confidence, loyalty, willing cooperation and commitment. It involves focusing the efforts of a group of people toward a common goal and inspiring them to work as a real team. When high performance requires multiple skills and experiences, nothing is more vital than a project team empowered to succeed. Understanding</p> | <p>and applying appropriate team dynamics will give you the flexibility and speed you need to withstand tough global competition. Leading is not necessarily the same as managing. In comparison to managing, leading is much broader in scope. In a project environment, all Project Managers are not necessarily leaders, but the most effective Project Managers over the long-term prove to be good leaders as well. Both project leadership and management are important because leadership emphasizes communicating the vision and then motivating and inspiring project participants to deliver higher performance, while management focuses on getting things done through processes. Can the two be reconciled and balanced?</p> |
| <p>NEW WAYS OF WORKING (WOWS) FOR REMOTE AGILE TEAMS</p> | <p>NK Shrivastava PMP, ACP, RMP & SPC4, CEO, RefineM LLC</p> |
| <p>Agile tends to work best when teams are face-to-face, so remote Agile teams face additional challenges in developing their ways of working (WOWs). With remote work being more likely in the future, how can remote teams adjust to the</p> | <p>changing climate and continue to be successful? We will answer this question and more in this workshop. Attendees will walk away with new ideas about new WOWs for remote Agile teams.</p> |
| <p>WHAT'S NEXT FOR THE BA? OSCILLATING MULTIPLE SKILL SETS</p> | <p>Dave Davis PMP, PgMP, PBA, ACP, DASSM, MC-HA, CSM, PMI-ATP, Senior Program Manager, OhioHealth</p> |
| <p>This workshop will be a fantastic adventure into the future skills required for a Business Analyst. The future holds a combination of acquiring new skills, refining existing skills, and implementing new ways to demonstrate value. This workshop will have practical exercises to drive this conversation</p> | <p>and be a tool to facilitate discussion. Most importantly, this workshop will give you the tools and background to have a practical dialog in your organization about value and what is required to define and measure it across the enterprise.</p> |

REGISTER TODAY

Register Before November 5, 2021 to Save 10%!

| PACKAGES | EARLY BIRD Until November 5 | | REGULAR Until December 10 | |
|--|--------------------------------|--------------|------------------------------|--------------|
| | INDIVIDUAL | GROUPS OF 3+ | INDIVIDUAL | GROUPS OF 3+ |
| Value Pass (Includes 2 Symposia days and 2 Workshops) | \$855.00 | \$769.50 | \$950.00 | \$855.00 |
| 3 Day Combo (Includes 2 Symposia days and 1 Workshop) | \$720.00 | \$648.00 | \$800.00 | \$720.00 |
| 2 Day Symposium (Includes 2 Symposia days) | \$382.50 | \$344.25 | \$425.00 | \$382.50 |
| 2 Day Workshop (Includes 2 Workshops) | \$787.50 | \$708.75 | \$875.00 | \$787.50 |
| 1 Day Workshop (Includes 1 Workshop) | \$450.00 | \$405.00 | \$500.00 | \$450.00 |

CORPORATE PROGRAM GROUP BENEFITS



SAVE
ADDITIONAL
10%



FLEXIBLE
BILLING
OPTIONS



SPECIALIZED
GROUP
REPORTS



CORPORATE PROGRAM

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@macgregorcom.com

Include PMBA Fall Group Inquiry in the subject line.