

PROJECT  SUMMIT
BUSINESS ANALYST WORLD

FUTURE FORWARD

ORLANDO, FL

April 11-13, 2022

B RESORT AND SPA

EVENT GUIDE



Macgregor
Communications



IIBA[®] Endorsed Conference
Producer[™]



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GREETINGS FROM THE CONFERENCE VICE PRESIDENT

FUTURE FORWARD

On behalf of the entire team at Macgregor Communications, I'd like to welcome you to our FIRST LIVE EVENT in almost 2 years!

The past year and a half has been rife with challenges, fear, uncertainty and loss. But we made it through and I couldn't be happier to be here this week with each and every one of you.

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.

Through classroom-style sessions with recognized experts, innovators and peer-to-peer casual conversations, the learning process will be natural and above all, fun!

I encourage you to take the opportunity to meet and connect with as many people as possible. 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 is not what you learned in the classroom, but in the connections you will make.

Thank you again for joining us, let's forge Future Forward together!

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

THANK YOU TO OUR VOLUNTEERS

Melanie Lowery
Julius Jonas
Lucrecia Kraus
Miriam Booth

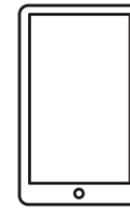
PROJECTSUMMIT* BAWORLD ORLANDO ADVISORY BOARD

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| Cari Blakey | Vertex |
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IMPORTANT DELEGATE INFORMATION



Our Conference Information can be found at:

www.pmbaconferences.com/orlando

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Go to: pmbaconferences.com/orlando

Go to the **Program Menu**. **Click** on a session with the **FILE** icon beside it. This indicates a document is available for download. Follow the instructions to log in and access the documents.

Please note: Not all speakers have shared their presentations.

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

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CONFERENCE HOURS

Monday, April 11TH, 2022

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, April 12TH, 2022

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

Wednesday, April 13TH, 2022

Workshops	9:00AM - 3:00PM
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Resources For Business Analysts
www.batimes.com



Resources For Project Managers
www.projecttimes.com

2022 KEYNOTE

SPEAKERS



KEYNOTE
**Communication, Collaboration,
 Improvisation...Oh My!**
KUPE KUPERSMITH
 PRESIDENT, KUPETALKS

APRIL 11 | **8:30AM - 9:45AM** | **Room: Grand I**

In this highly interactive and fun session, Kupe, an Improvisational Actor, focuses on key improvisation lessons that will help you be a more attentive and flexible team member. You will walk away with lessons to help you suspend judgment, keep conversations moving forward, listen generously, and take collaboration to new levels. With Kupe's Project Management, Business Analysis and business background, he will be able to help you directly apply these skills on the job. Why is this so important? The speed of business today requires teams to decide fast, learn fast and gain buy-in from all stakeholders involved. In Daniel Pink's book, To Sell is Human: The Surprising Truth About Moving Others, he highlights improv skills as a necessary competency for everyone. This quote sums it up. "In improv, you never try to get someone to do something. That's coercion, not creativity," Salit says. "You make offers, you accept offers— and a conversation, a relationship, a scene, and other possibilities emerge." Your role is to help move others to accomplish agreed upon goals. Using the critical and communication skills learned you'll see how your job just got easier!



KEYNOTE
**The Power of One: Magnifying Impact
 While Amplifying Outcomes**
VICTOR NICHOLS II
 COACH VIC, MOTIVATIONAL SPEAKER |
 TALENT DEVELOPMENT LEADER,
 ELEVATED AUTHORITY

APRIL 11 | **3:45PM - 5:00PM** | **Room: Grand I**

How exhausting is it to motivate the unmotivated or inspire the uninspired? People are constantly fighting upstream against the onslaught of expectation to do more with less, and ironically the more one can produce, the greater the ask to continue delivering bigger and better results. This dynamic presentation led by Coach Vic will teach participants how to harness the tools necessary for magnifying their impact while amplifying the outcomes of others. This is the power of influence.



KEYNOTE
**Your Personal Power of 3: Traits of Self-
 Aware, Successful Project Professionals**
JENNIFER BATTAN
 CSM, CSPO, CBAP®, COFOUNDER,
 CHIEF CREATIVITY OFFICER, THE UNCOMMON LEAGUE

APRIL 12 | **8:30AM - 9:45AM** | **Room: Grand I**

There are times in life when something resonates with you. Something connects and it elevates us to what we know to be our critical path in our career. What if we could elevate that path sooner? You can; tap into your power of 3. Every decision and step along the path of discovering who you are and who you want to be has an impact to your career trajectory. Do you want to play it safe near the ground or gain some altitude without getting air sickness? Or maybe, rocket into a career worthy of the stars! Let's come together to learn the power of 3: the traits that will transform you into a self-aware, successful project professional. Learn which decisions and actions change the course of your career trajectory, and how you can pull from your very own power of 3 to create a unique, amazing and deserving career.



KEYNOTE
**Building Emotional Fitness
 to Lead During Difficult Times**
HANS ECKMAN
 PRINCIPAL RESEARCH DIRECTOR,
 INFO-TECH RESEARCH GROUP

APRIL 12 | **3:45PM - 5:00PM** | **Room: Grand I**

Imagine: Your company is preparing for a merger and 40% of positions will be eliminated. Within several short weeks, the entire world shuts down as another pandemic takes hold. Your manager decides to get ahead by taking credit for the team's work and diverting blame to teammates. You are walking back to your car after a late dinner and notice a group of people quickly change direction, coming between you and your car. You answer your phone and hear, "I've been in an accident." You probably feel it already. Your pulse increases, your muscles tighten, you start to feel nauseous, and maybe tears start forming. During times of stress, uncertainty, or trauma, our bodies seem to work against us, but we can take back control. We can retrain our evolutionary responses to danger to not only survive, but to thrive. Emotional Fitness is our mental and physical toolbox to overcome challenges and lead where others may fail. By understanding common patterns of stress, we can develop strategies to reduce anxiety and face these challenges from a more grounded perspective. You'll learn how to improve your resiliency using situational awareness, rehearsal, support networks, and social scripts. Disasters will continue to happen, but by preparing and training ourselves ahead of time, we will emerge as leaders during troubling times.

Schedule at-a-glance

Monday, April 11

8:30 am - 9:45 am	 Kupe Kupersmith Kupetalks COMMUNICATION, COLLABORATION, IMPROVISATION...OH MY! ROOM: GRAND I		
	PROJECT MANAGEMENT ROOM GRAND II	SHARED SKILLS ROOM GRAND III	BUSINESS ANALYSIS ROOM GRAND IV
10:00 am - 11:00 am	Presto Chango! From New Year's Resolutions to coaching and inspiring others. Key ways you can lead yourself and your team to facilitate change Leslie Hughes PUNCH media	The New Era of Networking: In-person, Virtual, and Audio Shanna Kabatznick Shanna K Consulting Services	Effective Organizational Sabotage Martin Schedlbauer Northeastern University
11:15 am - 12:15 pm	The Pivot: Cultivating An Agile Workforce in a Time of Disruption Kelvin McCree Laser Focus Leadership Solutions, LLC	I'm a Believer - You Can Speak at Conferences and Meetups Mindy Bohannon Excella	7 Agile and DevOps Insights I Wish I Knew Earlier Hans Eckman Info-Tech Research Group
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	Something Creepy This Way Comes. Scope Creep is Alive and Well - Here's How to Handle It Paul Crosby The Uncommon League	Imposter's Syndrome - You're a Fraud; Everyone Knows More Than You and Other Lies We Tell Ourselves AJ Hawley Trendsparency	Analytics vs Predictive Modeling vs Machine Learning Martin Schedlbauer Northeastern University
2:30 pm - 3:30 pm	The Bartender's Guide to Purpose and Perspective Daniel Simon Where's Your Road, LLC	Creativity On Demand Jennifer Battan The Uncommon League Hans Eckman Info-Tech Research Group	Behind (most) Every Great Product Manager, Is An Extraordinary Business Analyst Mandy Eyrich Learn on Demand Systems
3:45 pm - 5:00 pm	 Victor Nichols II Elevated Authority THE POWER OF ONE: MAGNIFYING IMPACT WHILE AMPLIFYING OUTCOMES ROOM: GRAND I		
5:00 pm - 6:00 pm	Networking Reception		

Schedule at-a-glance

Tuesday, April 12



8:30 am - 9:45 am	 Jennifer Battan The Uncommon League YOUR PERSONAL POWER OF 3: TRAITS OF SELF-AWARE, SUCCESSFUL PROJECT PROFESSIONALS ROOM: GRAND I		
	PROJECT MANAGEMENT ROOM GRAND II	SHARED SKILLS ROOM GRAND III	BUSINESS ANALYSIS ROOM GRAND IV
10:00 am - 11:00 am	Look At Those Fries! Is This A Question Of Quality or A Question of Value? Daniel Simon Where's Your Road, LLC	The Art of Connecting Cross-Culturally: Its Not Black And White Victor Nichols II Elevated Authority Shanna Kabatznick Shanna K Consulting Services	It's a User Story. It's a Requirement. No! It's Super BA! Be a Superhero When Managing Your Requirements Jennifer Bedell Mariner Innovations
11:15 am - 12:15 pm	Vanilla Ice Was The PERFECT Agile Coach - A Journey of Fixed vs Growth Mindset V. Lee Henson AgileDad	Driving Employee Engagement & Satisfaction Erica Woods Apex Systems Cate Murray Apex Systems	Bad Things Happen! The Ending Can Be Great! Judy Alter Judy Alter Speaker & Business Analysis Services LLC
12:15 pm - 1:15 pm	Online Networking		
1:15 pm - 2:15 pm	Collaborate, Co-operate or "Adversarialize". Does a Project Manager Really Catch More Flies With Vinegar Than Honey? Chris Vandersluis HMS	Tango with a Bear: Dancing with Conflict to Innovate Paul Crosby The Uncommon League	The Many Faces of Retrospectives Mindy Bohannon Excella Consulting
2:30 pm - 3:30 pm	The Future of the PMO in an Agile World Amanda Inman Apex Systems	How To Ethically Master The Power of Persuasion To Get People To Say YES! Leslie Hughes PUNCH media	Story Maps that Work - Hands on Creating a Story Map Jennifer Battan The Uncommon League
3:45 pm - 5:00 pm	 Hans Eckman Info-Tech Research Group BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES ROOM: GRAND I		

SYMPOSIUM DESCRIPTIONS

Monday, April 11 | 8:30am - 5:00pm

- PROJECT MANAGEMENT
- BUSINESS ANALYSIS
- SHARED SKILLS

8:30am - 9:45am | ROOM: Grand I
COMMUNICATION, COLLABORATION, IMPROVISATION...OH MY!

Kupe Kupersmith, President, Kupetalks



In this highly interactive and fun session, Kupe, an Improvisational Actor, focuses on key improvisation lessons that will help you be a more attentive and flexible team member. You will walk away with lessons to help you suspend judgment, keep conversations moving forward, listen generously,

and take collaboration to new levels. With Kupe's Project Management, Business Analysis and business background, he will be able to help you directly apply these skills on the job. Why is this so important? The speed of business today requires teams to decide fast, learn fast and gain buy-in from all stakeholders involved. In Daniel Pink's book, To Sell is Human: The Surprising Truth About Moving Others, he highlights improv skills as a necessary competency for everyone. This quote sums it up. "In improv, you never try to get someone to do something. That's coercion, not creativity," Salit says. "You make offers, you accept offers— and a conversation, a relationship, a scene, and other possibilities emerge." Your role is to help move others to accomplish agreed upon goals. Using the critical and communication skills learned you'll see how your job just got easier!

10:00am - 11:00am | ROOM: Grand IV
EFFECTIVE ORGANIZATIONAL SABOTAGE

Martin Schedlbauer, PhD, CBAP, Director, Northeastern University

The 1944 Field Manual from the CIA teaches saboteurs how to ensure that an enemy's war efforts are subverted. One such gem is to ensure that all problems are studied by a task force and that additional meetings are called before making any decision. Amazingly, many of the subversive techniques appear to be prevalent in organizations today. In this talk, we will take a tongue-in-cheek look at those techniques and then compare them to current organizational practices. We will show how Business Analysts and Project Managers can recognize them and mitigate them to ensure progress.

10:00am - 11:00am | ROOM: Grand II
PRESTO CHANGO! FROM NEW YEAR'S RESOLUTIONS TO COACHING AND INSPIRING OTHERS. KEY WAYS YOU CAN LEAD YOURSELF AND YOUR TEAM TO FACILITATE CHANGE.

Leslie Hughes
LinkedIn Profile Writer & Principal, PUNCH media

We are often resistant to change because it takes us out of our comfort zone. Yet without change, we cannot grow. Learn what behaviors, motivations, incentives, and changes it will take to make magic happen for yourself and your team(s). Learning Objectives • Learn what factors influence individual behaviour. • How to develop your own personal strategy and plan. • Apply practices to reinforce and sustain change for yourself and others.

10:00am - 11:00am | ROOM: Grand III
THE NEW ERA OF NETWORKING: IN-PERSON, VIRTUAL, AND AUDIO

Shanna Kabatznick
Consultant | Speaker | Trainer, Shanna K Consulting Services

2020 marked an era of changing the way we connect. Practically overnight, we went from being busy networking in-person to shifting to a new experience! Virtual Networking. We learned how to manage new platforms like zoom to stay connected and continue our business. We learned that we no longer needed to spend 3 hours of our day at an event that only lasted an hour. We also realized that we missed the level of connections that can only happen when meeting someone in person. In this presentation, Shanna will share with your attendees strategic ways of maximizing in-person networking while also continuing zoom connections and even learning more about audio networking and how all these pieces can come together for business opportunities and growth. We will focus on getting attendees to engage, connect, and adequately network. This presentation is fully interactive, where your attendees will get to participate, network, and leave with new business connections or opportunities.



11:15am - 12:15pm | ROOM: Grand IV
7 AGILE AND DEVOPS INSIGHTS I WISH I KNEW EARLIER

Hans Eckman
Principal Research Director, Info-Tech Research Group

In user surveys by VersionOne each year, over 80% of respondents claim faster delivery, better teamwork, and closer stakeholder alignment. However in quantitative studies, Agile is no better than other delivery methodologies. Wait, WHAT?!!! Why is that? Companies are moving to DevOps, BusDevOps, DevSecOps, SalesBusDevSupportSecRinseRepeatOps (and the list goes on), but few teams can agree what that means or how to do it. What are we missing? In this session, we'll look at seven patterns and insights that will help you understand why these programs aren't achieving their full value and what needs to change to fully succeed.

11:15am - 12:15pm | ROOM: Grand III
I'M A BELIEVER – YOU CAN SPEAK AT CONFERENCES AND MEETUPS

Mindy Bohannon
CBAP, Managing Consultant/Agile Analyst, Excella

You should be up here – with me! You have so much knowledge and experience that others can learn from. First, you need a motivation for speaking – why do you want to share? Next, choose to share something your passionate about, something you're focusing on that year or the last couple years - the more recent the experience the better. Finally, you need to practice speaking to get better at it. Speakers are some of the most thoughtful, hard working, and joyful people I've ever met. Join me!

11:15am - 12:15pm | ROOM: Grand II
THE PIVOT: CULTIVATING AN AGILE WORKFORCE IN A TIME OF DISRUPTION

Kelvin McCree, Ph.D., Chief Learning Officer, Laser Focus Leadership Solutions, LLC

We are in times of rapid change and unprecedented uncertainty. As leaders, we set the tone for how we deal with stress, make decisions, and interact with others. Change will only be successful if organizations and individuals address the transitions that people experience. After attending this session, participants will have actionable strategies to build EQ Skills and be equipped to leverage change to fuel performance and innovation.

1:15pm - 2:15pm | ROOM: Grand IV
ANALYTICS VS PREDICTIVE MODELING VS MACHINE LEARNING

Martin Schedlbauer
PhD, CBAP, Director, Northeastern University

This talk will show the differences between analytics, predictive modeling, and machine learning by showing use cases for each. In addition to explaining common analytics strategies, it will also provide an explanation of the supervised machine learning pipeline and the most common machine learning algorithms with their applicability. Examples will be used to demonstrate how they work -- at an intuitive and non-mathematical level.

1:15pm - 2:15pm | ROOM: Grand III
IMPOSTER'S SYNDROME - YOU'RE A FRAUD; EVERYONE KNOWS MORE THAN YOU AND OTHER LIES WE TELL OURSELVES

AJ Hawley
CRM Consultant – Business Analyst , Trendsparency

"So this is when everyone finds out I'm a fraud, huh?" or "I don't know how I got this job/raise, I definitely didn't earn it" These are common feelings to someone suffering from Imposter's Syndrome (IS). Imposterism is a plague in the IT community and affects nearly all of us at some point in our careers. In this session, we will discuss how to identify oncoming IS, analyze causes, examine impacts and methods for minimizing and mitigating imposterism.

1:15pm - 2:15pm | ROOM: Grand II
SOMETHING CREEPY THIS WAY COMES. SCOPE CREEP IS ALIVE AND WELL - HERE'S TO HOW HANDLE IT

Paul Crosby
PMP, Co-Founder & CEO, The Uncommon League

It's that nagging feeling in the back of your mind. Something is slowly eating away at your innovation and destroying it. It's scope creep, and it is the biggest roadblock to your innovation. A project that seems so simple and clear can quickly degrade into a nightmare that destroys innovation and transformation. Scope creep plagues solution designs with no relief in sight. What can be done? Join me in this lively discussion to uncover recent research on project failures still shows scope creep is alive and well, even in Agile. There is one thing that can stop scope creep in its tracks - you! Uncover new research into why scope creep happens, how the Business Analyst can stop the creep in its tracks, and lead teams to successful innovation.

SYMPOSIUM DESCRIPTIONS

Monday, April 11 | 8:30am - 5:00pm

2:30pm - 3:30pm | ROOM: Grand IV
BEHIND (MOST) EVERY GREAT PRODUCT MANAGER, IS AN EXTRAORDINARY BUSINESS ANALYST

Mandy Eyrich, Director of Product Management & Platform Development, Learn on Demand Systems

As the tech industry continues to evolve, so do the roles within product teams. Although it is necessary to adapt to survive, it seems that the role of a Business Analysts is often misunderstood within organizations and teams, and that Business Analysts these days have an 'identity crisis'. With this in mind, it is imperative that Business Analysts understand how to not only showcase their skills and value within a team, but also, be able to speak to their strengths and sell themselves. This can be a challenge, especially when a Business Analyst is unsure of where they are headed next in their career. With the many variations of BA's on the rise, Business Analysis continues to fragment and in some ways, BA's are being forced to specialize and fit into a box when they either don't want to be or aren't ready to. For example, job descriptions now require additional skills to define BA's as a Technical BA, a Business Systems Analysts or a BI Business Analyst, to name a few. In addition to these specialized roles, BA's are often misrepresented or left out completely, from Agile product teams. However, when we look closely at the core skills of a Business Analyst, we can see that a BA is nothing short of a spectacular Product Manager or product owner because when implemented correctly, behind every great Product Manager is an incredible Business Analyst working to keep the backlog 'ready', the team aligned and features prioritized to build quality products and systems. It's time we acknowledge the need to redefine Business Analyst as 'future product leaders' and encourage BA's to expand their skill set to include a foundational understanding of marketing, sales and UX.

2:30pm - 3:30pm | ROOM: Grand III
CREATIVITY ON DEMAND

Jennifer Battan, CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, The Uncommon League
Hans Eckman, Principal Research Director, Info-Tech Research Group

It's a world-wide call to arms - innovate or else! Find creative solutions! But is being creative *now* possible? Absolutely. Developing your creativity skills can increase your problem solving skills, critical thinking skills, systems thinking skills and foster inquisitive thinking and curiosity. All of which are critical skills for anyone, regardless of industry or role. This session is a hands on dive in how to approach being creative on demand, how to apply creative problem solving at work and how to bring out the creativity in others. If you're looking for a session where you can sit back and relax... this isn't it.

2:30pm - 3:30pm | ROOM: Grand II
THE BARTENDER'S GUIDE TO PURPOSE AND PERSPECTIVE

Daniel Simon, PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC

The Bartender's Guide to Purpose and Perspective is a FUN look at our workplace scenarios through an entirely different set of glasses. Have you ever sat in your favorite coffee shop, restaurant, or bar and watched service tasks turn into deliverable outcomes? Bartenders and baristas face many of the same challenges you do in your daily work. Let's take a look and raise a glass!

3:45pm - 5:00pm | ROOM: Grand I
THE POWER OF ONE: MAGNIFYING IMPACT WHILE AMPLIFYING OUTCOMES

Victor Nichols II, Coach Vic, Motivational Speaker | Talent Development Leader, Elevated Authority



How exhausting is it to motivate the unmotivated or inspire the uninspired? People are constantly fighting upstream against the onslaught of expectation to do more with less, and ironically the more one can produce, the greater the ask to continue delivering bigger and better results. This dynamic

presentation led by Coach Vic will teach participants how to harness the tools necessary for magnifying their impact while amplifying the outcomes of others. This is the power of influence.



SYMPOSIUM DESCRIPTIONS

Tuesday, April 12 | 8:30am - 5:00pm

8:30am - 9:45am | ROOM: Grand I
YOUR PERSONAL POWER OF 3: TRAITS OF SELF-AWARE, SUCCESSFUL PROJECT PROFESSIONALS

Jennifer Battan, CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, The Uncommon League



There are times in life when something resonates with you. Something connects and it elevates us to what we know to be our critical path in our career. What if we could elevate that path sooner? You can; tap into your power of 3. Every decision and step along the path of discovering who you are and who you want to be has an impact to your career trajectory. Do you want to play it safe near the ground or gain some altitude without getting air sickness? Or maybe, rocket into a career worthy of the stars! Let's come together to learn the power of 3: the traits that will transform you into a self-aware, successful project professional. Learn which decisions and actions change the course of your career trajectory, and how you can pull from your very own power of 3 to create a unique, amazing and deserving career.

10:00am - 11:00am | ROOM: Grand IV
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

Do your stakeholders think you are a superhero? Do they think you can leap over tall buildings in a single bound? Do you sometimes get lost within your own web of requirements? Learn some quick and simple ways to manage your requirements so your stakeholders and project team will call you a superhero!

10:00am - 11:00am | ROOM: Grand II
LOOK AT THOSE FRIES! IS THIS A QUESTION OF QUALITY OR A QUESTION OF VALUE?

Daniel Simon, PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC

We've all been there. You're at that restaurant, ordering your entrée. Your meal arrives, and the french fries are cold; or, maybe, the portion is much smaller than expected. How ironic that the side dish becomes the focus in your mind in that moment?! This session will dive into what we need to consider more - the quality and value of what projects are providing. We understand to define scope, budget, and time. Let's take the next step on the journey to go beyond the triple constraints to understand the quality and value that will be the end result of your efforts. Take a seat at the table and review your menu. Do you want fries with that?

10:00am - 11:00am | ROOM: Grand III
THE ART OF CONNECTING CROSS-CULTURALLY: ITS NOT BLACK AND WHITE

Victor Nichols II, Coach Vic, Motivational Speaker | Talent Development Leader, Elevated Authority

Shanna Kabatznick, Consultant | Speaker | Trainer, Shanna K Consulting Services

In this engaging, interactive training, Shanna Kabatznick and Victor Nichols will define the many benefits to cross-cultural connection by sharing the role it has played in their own personal and professional journey. The audience will receive tools that help improve internal communication within a culturally diverse organization. Participants will leave with a sense of belonging and their uniqueness appreciated which will foster a stronger sense of community and involvement on the road ahead.



PROJECT MANAGEMENT

BUSINESS ANALYSIS

SHARED SKILLS

SYMPOSIUM DESCRIPTIONS

Tuesday, April 12 | 8:30am - 5:00pm

11:15am - 12:15pm | ROOM: Grand IV
BAD THINGS HAPPEN! THE ENDING CAN BE GREAT!

Judy Alter, CBAP, FLMI, ACS, HIA & PCS, CEO/Owner, Judy Alter Speaker & Business Analysis Services LLC

Learn how to enjoy life with a positive, light-hearted outlook. Learn how to make the most out of every minute in your life. Select a benchmark to help you live an easier and more enjoyable life. The Four F's will show you the secret sauce to make life easier, work smarter but not harder.

11:15am - 12:15pm | ROOM: Grand III
DRIVING EMPLOYEE ENGAGEMENT & SATISFACTION

Erica Woods, Director, IT Contractor Programs and Philanthropy, Apex Systems
Cate Murray, Director of PMO Solutions, Apex Systems

Attracting quality team members is hard enough; are you focusing on initiatives to influence both individual and team satisfaction to help drive creativity, engagement, overall satisfaction and retention? In this workshop, we'll talk through some of the best topics and initiatives you can be exploring to impact the ideas above, and we'll get to work designing our 3-12 month strategies and plans around 4-6 key areas that can make the biggest difference!

11:15am - 12:15pm | ROOM: Grand II
VANILLA ICE WAS THE PERFECT AGILE COACH - A JOURNEY OF FIXED VS GROWTH MINDSET

V. Lee Henson
President & Founder, AgileDad

Vanilla Ice was the ULTIMATE Innovative Disruptor! He beckoned us to STOP, COLLABORATE, and LISTEN. The Spice Girls taught us how to focus only on what we really really want, and 50 Cent wants us all to be In Da Club but how do all of these artists lead us to a growth mindset? Join us for a LAUGH OUT LOUD presentation with more music references than one can imagine possible in this one hour throw down and have a BLAST while you learn. How do we become innovative disruptors? Building a culture of psychological safety where radical candor rules and people love where they work is no easy undertaking.

1:15pm - 2:15pm | ROOM: Grand II
COLLABORATE, CO-OPERATE OR "ADVERSARIALIZE". DOES A PROJECT MANAGER REALLY CATCH MORE FLIES WITH VINEGAR THAN HONEY?

Chris Vandersluis
President, HMS Software, HMS

Project Managers come in all shapes and sizes and with all kinds of different management styles. When under pressure, people often fall back into the style that is most comfortable for them. But is this most effective? In this session, we will review the impact of different project management styles for different circumstance and leave attendees with tools to consider their own unique style in being a Project Manager.

1:15pm - 2:15pm | ROOM: Grand III
TANGO WITH A BEAR: DANCING WITH CONFLICT TO INNOVATE

Paul Crosby
PMP, Co-Founder & CEO, The Uncommon League

Why can't we all get along and be productive? As social creatures, we have a powerful need to get along, but that can lead to preference falsification, avoidance, and being afraid to speak up, all of which affect how we manage conflict. Let's talk about the Preacher, Litigator, Politician, and Defender in you and how they come out during times of conflict. We're going to talk about how to disagree - without being disagreeable - and why drawing a house creates task-based discussions to resolve conflict fast. Conflict isn't a game of tug of war; it's learning to Tango with a bear.

1:15pm - 2:15pm | ROOM: Grand IV
THE MANY FACES OF RETROSPECTIVES

Mindy Bohannon
CBAP, Managing Consultant/Agile Analyst, Excella

I've been performing two roles on my project for over a year - part lead business analyst and part scrummaster. Oh, the techniques I've learned! The leadership and facilitation aspects of retros and other SM activities have led to my being a better and more caring leader and business analyst. During this session we'll review the general goals of a scrummaster, how it overlaps with being a BA, and four different types of retrospective activities.

PROJECT MANAGEMENT

BUSINESS ANALYSIS

SHARED SKILLS

2:30pm - 3:30pm | ROOM: Grand III
HOW TO ETHICALLY MASTER THE POWER OF PERSUASION TO GET PEOPLE TO SAY YES!

Leslie Hughes, LinkedIn Profile Writer & Principal, PUNCH media

Persuasion can be your superpower. In this session, you'll learn how to ethically hone your powers of influence so you can get people to say "YES". Based on Dr. Robert Cialdini's best selling books, combined with the power of neurolinguistic programming (NLP) you'll learn various proven principles of persuasion and how they apply to Project Managers & Business Analysts.

2:30pm - 3:30pm | ROOM: Grand IV
STORY MAPS THAT WORK - HANDS ON CREATING A STORY MAP

Jennifer Battan, CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, The Uncommon League

If you agree that creating context is key to problem solving, requirements, and analysis work then story mapping is a tool you need in your tool box. What other technique helps you take the tiny parts of a product and smooch it all together to see the shiny new product, with features prioritized and even a hint to a timeline? It's one of The Uncommon League's favorite and most versatile techniques. In this session we'll go beyond what is a story map to creating one, and learning how to leverage the knowledge the map gives us, no matter what role we're in.

2:30pm - 3:30pm | ROOM: Grand II
THE FUTURE OF THE PMO IN AN AGILE WORLD

Amanda Inman, Agile Solution Leader & Managing Director, Consulting Services, Apex Systems

Learn key information to help you position your PMO to embrace Agility and even drive transformation within your enterprise. This talk answers questions such as: How do I prepare for an Agile Transformation? What does my role look like in the future as a PMO professional? As a Leader of the PMO, how do I ready my organization to get ahead of this curve? This talk from Amanda Inman, Agile Solution Leader & Practice Director at Apex Systems, answers these important and gives you tangible advice to help you act.

3:45pm - 5:00pm | ROOM: Grand I
BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES

Hans Eckman, Principal Research Director, Info-Tech Research Group



Imagine: Your company is preparing for a merger and 40% of positions will be eliminated. Within several short weeks, the entire world shuts down as another pandemic takes hold. Your manager decides to get ahead by taking credit for the team's work and diverting blame to teammates. You are

walking back to your car after a late dinner and notice a group of people quickly change direction, coming between you and your car. You answer your phone and hear, "I've been in an accident." You probably feel it already. Your pulse increases, your muscles tighten, you start to feel nauseous, and maybe tears start forming. During times of stress, uncertainty, or trauma, our bodies seem to work against us, but we can take back control. We can retrain our evolutionary responses to danger to not only survive, but to thrive. Emotional Fitness is our mental and physical toolbox to overcome challenges and lead where others may fail. By understanding common patterns of stress, we can develop strategies to reduce anxiety and face these challenges from a more grounded perspective. You'll learn how to improve your resiliency using situational awareness, rehearsal, support networks, and social scripts. Disasters will continue to happen, but by preparing and training ourselves ahead of time, we will emerge as leaders during troubling times.



WORKSHOP DESCRIPTIONS

Wednesday, April 13 | 9:00am - 3:00pm

ROOM GRAND II

<p>HARRY POTTER AND THE WORKSHOP OF LEADERSHIP SECRETS</p>	<p>Hans Eckman Principal Research Director, Info-Tech Research Group</p>
<p>What does it take to become a great leader? In J.K. Rowling's amazing book series, Harry Potter finds himself rejoining the wizarding world only to discover he has a legend to live up to. Each year Harry and his friends faced a new series of challenges they had to overcome. They rise to achieve their full potential and become heroes of their own stories. Your own has arrived. Accept your invitation to harness the secrets of</p>	<p>leadership, teamwork, and personal growth from the book series that changed the world. Using the strategies and approaches that Harry used to overcome He Who Must Not Be Named, we will help you define and exploit your uniqueness, leverage your network, and overcome the battles in your life. You will keep a personal journey map to apply these seven lessons to your professional journey and personal growth.</p>

ROOM GRAND III

<p>LEARN TO MANAGE YOUR REQUIREMENTS BEFORE YOUR STAKEHOLDERS MANAGE YOU</p>	<p>Jennifer Bedell Senior Business Analyst, Mariner Innovations AJ Hawley CRM Consultant - Business Analyst, Trendsparency</p>
<p>What's better than an organized list of requirements? An organized list of requirements with traceability and searchability that is prioritized to ensure your project delivers value. How do you make that happen? By spending a day with Jenn and AJ! Jenn Bedell and AJ Hawley will take you through best practices and recommended approaches to managing requirements and user stories. Learn how you can bring an Agile approach to requirements, even if your project is waterfall (or if 'they' say it is Agile,</p>	<p>but you know it isn't). They will take you through creating a requirements management plan, setting up traceability that manages itself, reporting that requires little effort and much more! Yes. You can do all this even if you don't have a formal requirements management tool. Beware: This is not a workshop for those who want to sit back and earn CDU's. This will be hands on and fun! Beware: This is not a workshop for those who want to sit back and earn CDU's. This will be hands on and fun!</p>

ROOM GRAND IV

PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED SKILLS	AGILE
<p>PLAY YOUR WAY TO AGILE SUCCESS</p>		<p>Jennifer Battan CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, The Uncommon League</p>	
<p>We'll focus on techniques that will load up your backlog, communicate vision, understand your customers, facilitate and prioritize. This dynamic, fun and interactive workshop has one goal: you'll</p>		<p>learn by doing! You will learn and actively practice at least 12 new techniques to help you elicit, analyze, facilitate, and more that you can use immediately on the job.</p>	

ROOM GRAND V

<p>THE PROJECT MANAGER'S TOOLBOX 2022</p>	<p>Daniel Simon PMP, MPM, ACS, CHTS-PW, Business Development Program Administrator, Where's Your Road, LLC</p>
<p>The modern-day Project Manager needs to wear many different hats simultaneously. Why? Because being a Project Manager encompasses a myriad of challenges and opportunities daily; and requires an advanced skill set in communicating with a wide variety of stakeholders, vendors, and customers - both internal and external. Beyond the hallowed Triple Constraints, and the expanded constraints that include quality, risk, resources, and customer service, there are an abundance of skills that need to be present and functional in the Project Manager's Toolbox. These tools are those that will get you through project inception, creating the charter, planning the work, identifying tasks and creating the WBS, assessing & mitigating risk, executing, monitoring & controlling progress, and documenting lessons learned for closing. This workshop will delve into the practical - and yet, sometimes elusive - set of</p>	<p>tools every Project Manager needs to tackle the ever-expanding constraints, with an awareness of stakeholder communications, and then some. The intangible concepts of communication & soft skills you utilize, along with articulating the vision, make your project a tangible success. The inner workings of process skills, negotiating, and creating buy-in help you to plan and execute your project. Software skills and technical skills build your expertise, and the expertise of your project team. Developing your organizational awareness may also mean the difference between project stagnation and success. Now that we are all spending more time leading and managing projects in the virtual world through email, conference & video calls, and safe-distance meetings, these skills are even more valuable to your skill set. You need them in your daily toolbox!</p>



2022 CONFERENCE SCHEDULE



PROJECT  **SUMMIT**
BUSINESS ANALYST WORLD

PROJECT  **WORLD***
BUSINESS ANALYST WORLD

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