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FUTURE FORWARD

WASHINGTON, DC

NOVEMBER 7-9, 2022

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GREETINGS FROM THE CONFERENCE VICE PRESIDENT

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 16 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

2022 KEYNOTE



KEYNOTE

Are You Ready for Take-Off: Navigate Your Future in a Post-Pandemic World

GREGG BROWN

MSC, PMP, CTDP, FOUNDER,
CHANGE READY LEADERSHIP

NOVEMBER 7 | 8:30AM - 9:45AM

"Historically, pandemics have forced humans to break with the past and imagine their world anew." Arundhati Roy. We are finally coming out of a global crisis unlike anything we have experienced in our lifetime. We are not the people we were back in 2020. We are being called upon to expand the vision of who we are, what we are, and what our organizations can do. Yet, how do we step into the future, with so much going on: changes to how we work and the additional anxieties created with returning to the workplace, navigating hybrid work environments, utilizing transit, balancing personal and work and all the other issues that arise as we emerge from this pandemic. During this session, we will answer the questions: • What are the practical strategies to inspire and lead ourselves and others during these times? • What are the critical mindset and skills I need to navigate the anxieties and be innovative and engage in change rapidly? • What are the resources and qualities I need to develop to have the impact that the future is requiring of me? • How do I influence our teams and our organizations to create the future of work to be even better than we are now?



KEYNOTE

The Secrets to Effectively Influencing Others

LORI SILVERMAN

STRATEGIST AND OWNER, PARTNERS FOR PROGRESS

NOVEMBER 7 | 2:30pm - 3:30pm

How often do you need others in your organization to take a specific action or change their mind on an issue? Ever wonder why some individuals are more successful at achieving these outcomes via their communications? What can you do to get the same results? Anyone can be influenced; the challenge is learning what techniques really work, what approaches often do not, and why. Learn why persuasion techniques such as data and debate rarely get you what you desire, why common beliefs about what motivates people often take us down the wrong path, and what to do instead to positively alter the behaviors, attitudes and beliefs of others to enable results at work.

SPEAKERS



KEYNOTE

Know Your Leadership Compass: A roadmap to lead with passion and purpose

JIMMY GODARD

MCIS, MBA, PMP, ITIL, SENIOR CHANGE MANAGER,
SERVICE DELIVERY MANAGER,
PROGRAM MANAGER, BANK OF AMERICA

NOVEMBER 8 | 8:30am - 9:45am

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, 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.



KEYNOTE

Building Emotional Fitness to Lead During Difficult Times

HANS ECKMAN

PRINCIPAL RESEARCH DIRECTOR,
INFO-TECH RESEARCH GROUP

NOVEMBER 8 | 2:30pm - 3:30pm

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, November 7

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>ARE YOU READY FOR TAKE-OFF: NAVIGATE YOUR FUTURE IN A POST-PANDEMIC WORLD</p>		
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
10:00 am - 11:00 am	<p>Optimize Your Team's Performance by Harnessing the Transformational Power of Group Flow</p> <p>Seth Greenwald U.S. Army Corps of Engineers</p>	<p>Panel Discussion: Alternative Approaches to Project Management (That Aren't Agile)</p> <p>Bruce Gay UPMC Enterprises Jennifer Battan The Uncommon League Vincent Mirabelli Love the Process Academy</p>	<p>The Many Faces of Retrospectives</p> <p>Mindy Bohannon Excella Consulting</p>
11:15 am - 12:15 pm	<p>Beware of the Dog, but Don't Underestimate the Cat</p> <p>Dave Davis OhioHealth</p>	<p>Not My Job!@#%^& Understanding and Appreciating the Five Components of Internal Control</p> <p>Joe Ward Ward Management Group LLC</p>	<p>Blockchain 101 for the Business Analyst</p> <p>Steve Palmer Ever Evolving, Inc.</p>
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	<p>Cross-Team Collaboration is Hard! Tips & Tricks to Help Solve Divides</p> <p>Bruce Gay UPMC Enterprises</p>	<p>Building a Culture of Continuous Improvement: A Tragedy in Three Acts</p> <p>Vincent Mirabelli Love the Process Academy</p>	<p>Better Requirements = Better Solutions</p> <p>Kevin Haines Carla Janzen Online Business Systems</p>
2:30 pm - 3:30 pm	 <p>Lori Silverman Strategist and Owner, Partners for Progress</p> <p>THE SECRETS TO EFFECTIVELY INFLUENCING OTHERS</p>		
3:30 pm - 5:00 pm	Networking Reception and Sponsor Showcase		

Schedule at-a-glance

Tuesday, November 8

7:30 am - 8:30 am	Networking Breakfast		
8:30 am - 9:45 am	 <p>Jimmy Godard MCIS, MBA, PMP, ITIL, Senior Change Manager, Program Manager, Bank of America</p> <p>KNOW YOUR LEADERSHIP COMPASS: A ROADMAP TO LEAD WITH PASSION AND PURPOSE</p>		
	PROJECT MANAGEMENT	SHARED SKILLS	BUSINESS ANALYSIS
10:00 am - 11:00 am	<p>Santa Claus and the North Pole PMO</p> <p>Dave Davis OhioHealth</p>	<p>Collaborate, Communicate - Innovate How Communities of Practice Open Silos</p> <p>Tracy Buckner Red Hat</p>	<p>The Case for Business Analysts on Agile Teams</p> <p>Judy Alter Judy Alter Speaker & Business Analysis Services LLC</p>
11:15 am - 12:15 pm	<p>The Feedback Effect</p> <p>Nicole Spence-Goon Excella</p>	<p>Imposter's Syndrome - You're a Fraud; Everyone Knows More Than You and Other Lies We Tell Ourselves</p> <p>AJ Hawley Trendsparency</p>	<p>It's a User Story. It's a Requirement. No! It's Super BA! Be a Superhero When Managing Your Requirements</p> <p>Jennifer Bedell Mariner Innovations</p>
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	<p>Look At Those Fries! Is This A Question Of Quality or A Question of Value?</p> <p>Daniel Simon Where's Your Road, LLC</p>	<p>Move Forward with 360-degree thinking</p> <p>Jimmy Godard Bank of America</p>	<p>Story Maps that Work - Hands on Creating a Story Map</p> <p>Jennifer Battan The Uncommon League</p>
2:30 pm - 3:30 pm	 <p>Hans Eckman Principal Research Director, Info-Tech Research Group</p> <p>BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES</p>		

Workshop Schedule at-a-glance

Wednesday, November 9 | 9:00am - 4:00pm

LEARN TO MANAGE YOUR REQUIREMENTS BEFORE YOUR STAKEHOLDERS MANAGE YOU

Jennifer Bedell
Senior Business Analyst, Mariner Innovations
AJ Hawley
CRM Consultant - Business Analyst , Trendsparency

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, 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!

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.

THE BADASS BA GOES AGILE!

Jennifer Battan
CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, 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. If you've hesitated because you're working on an Agile team, this workshop is for you! We've shared 35 analysis techniques in Badass BA Techniques Part 1 and Part 2. Well, we've been told we have 4 hours to teach as many Agile techniques as we can. That sounds like a challenge, so let's push for 12 ... OR MORE!

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 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.

THE PROJECT MANAGER'S TOOLBOX 2022

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

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.

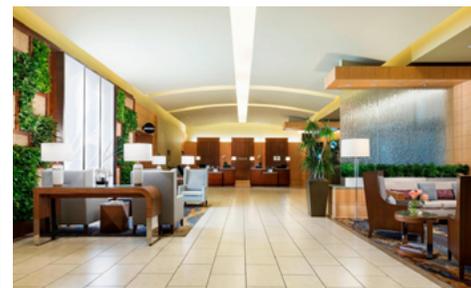
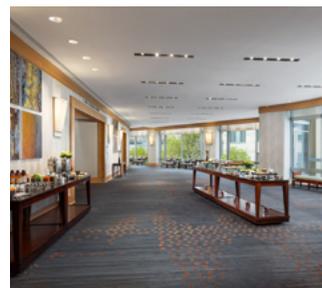
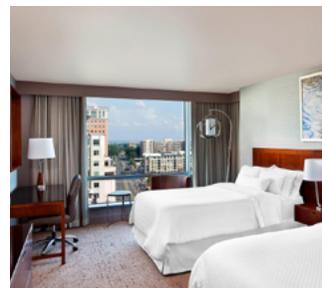
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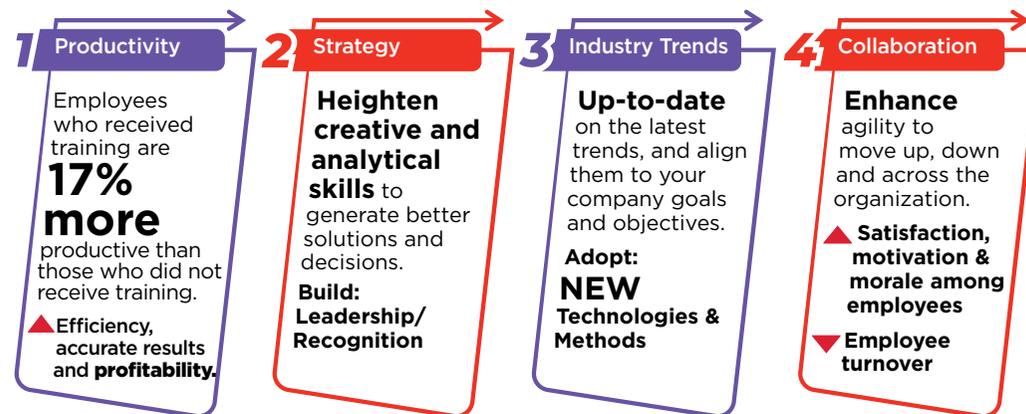
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Jennifer White

E: jwhite@macgregor.com

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