

**PROJECT WORLD™
BUSINESS ANALYST WORLD**

FUTURE FORWARD

VANCOUVER, BC

SEPTEMBER 19-21, 2022
JW MARRIOTT PARQ

PROGRAM-AT-A-GLANCE





ProjectWorld*BusinessAnalystWorld Vancum



GREETINGS FROM THE **CONFERENCE VICE PRESIDENT**

FUTURE FORWARD

On behalf of the entire team at Macgregor Communications, I'd like to welcome you to ProjectWorld*BAWorld Vancouver!

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 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
ProjectWorld*BusinessAnalystWorld
aruddell@macgregorcom.com

2022 KEYNOTE SPEAKERS



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

SEPTEMBER 19 | 8:30AM - 9:45AM

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

SEPTEMBER 19 | 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.



KEYNOTE
**Purple Cow Leadership:
 Stand Out as An Effective Leader**
SABY WARAIKH
 PMP CSM, CIO | CISO, CCC

SEPTEMBER 20 | 8:30am - 9:45am

What does it take to be a Stand Out leader? Leadership isn't the easiest path, but it is a meaningful and potentially rewarding one. How can you lead through your actions - with or without an authority? What makes some leaders stand out from the crowd? The Purple Cow Leader has willing followers. Create positive morale, energy, and successful projects. Learn how to become the best leader you can be. It's not good enough these days to be a great leader, be a stand-out leader.



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

SEPTEMBER 20 | 2:30pm - 3:30pm

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.

Schedule at-a-glance

Monday, September 19

7:30 am - 8:30 am	Networking Breakfast		
8:30 am - 9:45 am	 Kupe Kupersmith President, Kupetalks COMMUNICATION, COLLABORATION, IMPROVISATION...OH MY!		
	PROJECT MANAGEMENT KITSILANO SALON A	SHARED SKILLS KITSILANO SALON B	BUSINESS ANALYSIS KITSILANO SALON C
10:00 am - 11:00 am	Kanbanize Your Project Management: Why Killing the Gantt Charts and implementing Kanban will simplify your life Sunny Dhillon Best Buy Canada	Harry Potter and the Chamber of Leadership Secrets Hans Eckman Info-Tech Research Group	Writing Successful Business Cases Amidst a Pandemic - Tips From the Field Priyanka Agrawal TransLink
11:15 am - 12:15 pm	Handling complexity: what sports teams and universities teach us about complexity Dave Sharrock Increment One Consulting Ltd.	Delivering Projects from Idea to Customer Using the Disciplined Agile Toolkit Klaus Boedker PMI	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
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	Unexpected Tragedy, Organizational Needs & Leading Change Chris Edgelow Sundance Consulting Inc	Even Large Enterprises Have to Learn to be Agile Rochelle Tan RTculate LLC	BA: First line of defense against a security breach Hans Eckman Info-Tech Research Group
2:30 pm - 3:30 pm	Who Killed Agile? The Practical Agilest is on the Case Paul Crosby The Uncommon League	Driving Innovation: When the BA and the PM are in the Driver's Seat Lesley Sutton Amanda Scarbro CGI Inc.	Stop Being Owls and Start Being Leaders Jennifer Bedell Mariner Innovations
3:45pm - 4:45pm	 Hans Eckman Principal Research Director, Info-Tech Research Group BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES		
4:45 pm - 6:00 pm	Networking Reception		

Schedule at-a-glance

Tuesday, September 20

7:30 am - 8:30 am	Networking Breakfast		
8:30 am - 9:45 am	 Saby Waraich PMP CSM, CIO CISO, CCC PURPLE COW LEADERSHIP: STAND OUT AS AN EFFECTIVE LEADER		
	PROJECT MANAGEMENT KITSILANO SALON A	SHARED SKILLS KITSILANO SALON B	BUSINESS ANALYSIS KITSILANO SALON C
10:00 am - 11:00 am	10 Best Practices of Project Management Darren Mann Simon Fraser University	Overcoming the Hurdles of Distraction Jimmy Godard Bank of America	Oh Please! Not Your Parents' Business Process Models Again! Edmund Metera Canadian Western Bank, Northern Alberta Institute of Technology, ProcessModelingAdvisor.com
11:15 am - 12:15 pm	Rolling out Multi-Factor Authentication (MFA) across the BC Gov't Ian Frazer IPF Consulting Inc.	PM and BA in a PMO: Are they friends or foes? Saby Waraich CCC	Technical Requirements, Digital Transformation & The Future of Business Analysis Jennifer Battan The Uncommon League
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	The Future Project Leader: Learning to leverage your authority to build trust and foster collaboration Amber McMillan Rogers Society	Compass For Team Building: 5 Easy Ways To Leading Teams To Success Jimmy Godard Bank of America	Blockchain Technology Sheila Harris Capstone Ridge Group
2:30 pm - 3:30 pm	 Jennifer Battan Chief Creativity Officer, The Uncommon League YOUR PERSONAL POWER OF 3: TRAITS OF SELF-AWARE, SUCCESSFUL PROJECT PROFESSIONALS		

Workshop Schedule at-a-glance

Wednesday, September 21 | 9:00am - 4:00pm

PROJECT
MANAGEMENT

BUSINESS
ANALYSIS

SHARED

GAME-CHANGING COMMUNICATION: THE POWER OF INFLUENCE

As professionals, we have a responsibility to communicate with clarity to ensure the message moves forward. But, communication is the MOST difficult practice we undertake. It is complex and the tools and techniques at our disposal to adjust, amend and create messages often fall short at reaching the people we are trying to communicate with. We must recognize the

Amber McMillan

PMP AHPP OTF PROSCI CVA EQP Master NLP,
Chief Visionary Officer, Rogers Society

Kitsilano Salon A

THE BIG PICTURE BA

Do you often find yourself engrossed in the details of business analysis often losing touch with the overall picture or goals? Alternatively, are you so abstract and high level that you can find it challenging to relate back the tactical information to the high level scenarios? Fear no more. The 'Big Picture BA' is a happy medium! This workshop will

Priyanka Agrawal

CBAP, ITIL, IIBA-AAC, Prosci Change Mgt, Specialist,
TransLink

Kitsilano Salon B

explain the key components and steps towards achieve big picture thinking. The workshop will devise components and techniques to tie tactical details to overarching goals and vice versa. This workshop also illustrates real life examples and proven tips and techniques to illustrate scenarios which will help you strike the right balance.

UNIVERSAL BUSINESS PROCESS ELICITATION, NORMALIZATION AND MODELING

Business analysts, process analysts, process owners and consultants who undertake business process modeling journeys by trial and error or past experience alone are prone to fail. In this practical workshop, you'll learn how to elicit and prepare sound, modern process structures and documentation, using a proven, step-by-step approach, razor-sharp elicitation agendas and modern patterns. You will specifically learn HOW to elicit, model and document: • The mission of your process model in your project's lifecycle; • The scope of your business process(es); • Event/

Edmund Metera

PMP, Program Manager, Instructor, Author,
Canadian Western Bank, Northern Alberta Institute of
Technology, ProcessModelingAdvisor.com

Kitsilano Salon C

outcome-oriented business process structure(s);

- Normalized, unequivocally defined business activities;
- Relevant logical model refinements and patterns; and
- Key stakeholder validation, using clear quality criteria. Though not mandatory, you are more than welcome to bring and solve your own real-world domain/process example.

 The workshop is led by the author of the book: Universal Process Modeling Procedure, the Practical Guide to High Quality Business Process Models and tailored from the author's top-rated, IIBA-endorsed, polytechnic course.

