

PROJECT  SUMMIT
BUSINESS ANALYST WORLD

FUTURE FORWARD

WASHINGTON, DC

NOVEMBER 7-9, 2022

THE WESTIN ARLINGTON GATEWAY

EVENT GUIDE



Macgregor
Communications



IIBA® Endorsed Conference
Producer™

WASHINGTON



GREETINGS FROM THE CONFERENCE VICE PRESIDENT

FUTURE FORWARD

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

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
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

DR. JIMMY GODARD

DM, MBA, PMP, GOAL SUCCESS COACH, SR. CHANGE,
DELIVERY, PROGRAM MANAGEMENT,
GLOBAL COMPASS, LLC

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	 Gregg Brown MSc, PMP, CTDP, Founder, Change Ready Leadership		F. SCOTT FITZGERALD BALLROOM ABC
	ARE YOU READY FOR TAKE-OFF: NAVIGATE YOUR FUTURE IN A POST-PANDEMIC WORLD		
	PROJECT MANAGEMENT F. SCOTT FITZGERALD BALLROOM D	SHARED SKILLS F. SCOTT FITZGERALD BALLROOM E	BUSINESS ANALYSIS ERNEST HEMINGWAY SALON 3
10:00 am - 11:00 am	Panel Discussion: Alternative Approaches to Project Management (That Aren't Agile) Bruce Gay UPMC Enterprises Jennifer Battan The Uncommon League Vincent Mirabelli Love the Process Academy	Optimize Your Team's Performance by Harnessing the Transformational Power of Group Flow Seth Greenwald U.S. Army Corps of Engineers	The Many Faces of Retrospectives Mindy Bohannon Excella Consulting
11:15 am - 12:15 pm	Beware of the Dog, but Don't Underestimate the Cat Dave Davis OhioHealth	Not My Job!@#%^& Understanding and Appreciating the Five Components of Internal Control Joe Ward Ward Management Group LLC	BA: First Line of Defense Against a Security Breach Hans Eckman Info-Tech Research Group
12:15 pm - 1:15 pm	Networking Lunch		
1:15 pm - 2:15 pm	Cross-Team Collaboration is Hard! Tips & Tricks to Help Solve Divides Bruce Gay UPMC Enterprises	Building a Culture of Continuous Improvement: A Tragedy in Three Acts Vincent Mirabelli Love the Process Academy	Innovation and the Intrapreneur - How BAs, PMs, and Agilists are driving corporate innovation Harlan Bennett Ever Evolving Inc
2:30 pm - 3:30 pm	 Lori Silverman Strategist and Owner, Partners for Progress		F. SCOTT FITZGERALD BALLROOM ABC
	THE SECRETS TO EFFECTIVELY INFLUENCING OTHERS		
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	 Dr. Jimmy Godard DM, MBA, PMP, Goal Success Coach, Sr. Change, Delivery, Program Management, Global Compass, LLC		F. SCOTT FITZGERALD BALLROOM ABC
	KNOW YOUR LEADERSHIP COMPASS: A ROADMAP TO LEAD WITH PASSION AND PURPOSE		
	PROJECT MANAGEMENT F. SCOTT FITZGERALD BALLROOM D	SHARED SKILLS F. SCOTT FITZGERALD BALLROOM E	BUSINESS ANALYSIS ERNEST HEMINGWAY SALON 3
10:00 am - 11:00 am	Santa Claus and the North Pole PMO Dave Davis OhioHealth	Collaborate, Communicate - Innovate How Communities of Practice Open Silos Tracy Buckner Red Hat	Imposter's Syndrome - You're a Fraud; Everyone Knows More Than You and Other Lies We Tell Ourselves AJ Hawley Trendsparency
11:15 am - 12:15 pm	Leveraging Lean Six Sigma Vincent Mirabelli Love the Process Academy	Move Forward with 360-degree thinking Dr. Jimmy Godard Global Compass, LLC	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	Look At Those Fries! Is This A Question Of Quality or A Question of Value? Daniel Simon Where's Your Road, LLC	The Feedback Effect Julie Wyman Nicole Spence-Goon Excella	Story Maps that Work - Hands on Creating a Story Map Jennifer Battan The Uncommon League
2:30 pm - 3:30 pm	 Hans Eckman Principal Research Director, Info-Tech Research Group		F. SCOTT FITZGERALD BALLROOM ABC
	BUILDING EMOTIONAL FITNESS TO LEAD DURING DIFFICULT TIMES		

