

PMBA  GLOBAL

# FUTURE FORWARD

**VIRTUAL CONFERENCE**

DECEMBER 13-16, 2022

## **EVENT GUIDE**



**Macgregor**  
Communications



**IIBA**® Endorsed Conference  
Producer™



# VIRTUAL



## 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 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](mailto:aruddell@macgregorcom.com)

# 2022 KEYNOTE SPEAKERS



KEYNOTE

**One-Degree Shifts:  
Building Tomorrow's Greatest  
Places to Work**

**ERIC TERMUENDE**

FUTURE OF WORK AND LEADERSHIP EXPERT

DECEMBER 13 | 12:00PM - 1:00PM

If there is one thing we've all learned in the past months, it is that the future is impossible to predict. Knowing that, how do we build teams that thrive in the weeks, months and years to come? The answer lies in one-degree shifts: small, consistent changes that enable teams to build trust, remove friction, and build a culture of innovation. In this engaging, and takeaway-loaded presentation, workplace expert Eric Termuende shares what years of research, stories, and insights uncover about the one-degree shifts leaders use to adapt to an ever-changing world around them and build incredible teams. From Domino's Pizza to the British Cycling Team, discover how the consistent application of small, incremental changes improves camaraderie, belonging, psychological safety, and engagement. While the future of work is certain to be uncertain, there is nothing to say we can't still thrive in it.



KEYNOTE

**Achieving Lasting Success  
Through Adaptability**

**DR. SHIMI KANG**

AWARD-WINNING HARVARD-TRAINED PHYSICIAN  
BESTSELLING AUTHOR  
GLOBAL SOCIAL ENTREPRENEUR

DECEMBER 14 | 12:00PM - 1:00PM

In 2014, Dr. Shimi Kang gave a TEDx talk called "What One Skill = An Awesome Life?" Millions of views later, her answer of adaptability continues to ring true. Over the next few weeks and months, our daily lives will continue to change in unexpected and unknown ways. If there was ever a time to become a master of adaptability, it's now. In this presentation, Kang will unpack the science behind adaptability and how it can help you in your personal and professional life.



KEYNOTE

**The Future of Work**

**DAVE WEST**

CEO, SCRUM.ORG

DECEMBER 13 | 4:30PM - 5:30PM

2020 will forever be known as the year of COVID-19 and how everything over a few short months changed. For many organizations their ability to respond to this crisis will define their future. COVID-19 is a very painful reminder that organizations and people need to be agile. Agile not only in terms of how they work, but also what the products and services they deliver. Scrum has some history in redefining how people work. Its success over the last 25 years has led to Scrum Master and Product Owner being job titles on recruitment websites or LinkedIn career profiles. Sprints, Daily's and Retrospectives are now part of the normal 'what did you do at work today' conversations. But most organizations and career paths are still based on an industrial, pre-agile outlook with promotion and value connected to managing people and scarcity of knowledge. Bonuses are paid to individuals and reviews are determined by 'work' managers. What will the future look like? Does this crisis drive a fundamental change to how people work and what they work upon? In this talk Dave West, CEO of Scrum.org describes the long-term impact COVID-19 in the context of agility and how work may change. The talk is based on how some companies have built organizational and career models to support agility.



## Schedule at-a-glance

Tuesday, December 13

12:00pm - 1:00pm	 <p><b>Eric Termuende</b> Future of Work and Leadership Expert</p> <p><b>ONE-DEGREE SHIFTS: BUILDING TOMORROW'S GREATEST PLACES TO WORK</b></p>		
	PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED SKILLS
1:30pm - 2:15pm	<p><b>Making your Hybrid Project Management environment a success</b></p> <p><b>Chris Vandersluis</b> HMS</p>	<p><b>The Practical Guide to High Quality Business Process Models</b></p> <p><b>Edmund Metera</b> ProcessModelingAdvisor.com</p>	<p><b>How Leaders Make Workplace Accountability Cool</b></p> <p><b>Stephanie Angelo</b> www.StephanieAngelo.com</p>
2:30pm - 3:15pm	<p><b>Influence and Project Management How to Advise and Motivate for Successful Project Results</b></p> <p><b>Dave Davis</b> OhioHealth</p>	<p><b>Business Analysis is not a role. It is a mindset</b></p> <p><b>Fabricao Laguna</b> The Brazilian BA</p>	<p><b>Experience Design: There are tools for that</b></p> <p><b>Ingrid Myers</b> Slalom</p>
3:30pm - 4:15pm	<p><b>Code Quality for PMs</b></p> <p><b>Martin Fenelon</b> MSD Games, LLC</p>	<p><b>The Modern Business Analyst - With Vince &amp; Jamie</b></p> <p><b>Jamie Champagne</b> Champagne Collaborations <b>Vincent Mirabelli</b> Love the Process Academy</p>	<p><b>The Pivot: Cultivating An Agile Workforce in a Time of Disruption</b></p> <p><b>Kelvin McCree</b> Laser Focus Leadership Solutions, LLC</p>
4:30pm - 5:30pm	 <p><b>Dave West</b> CEO, Scrum.org</p> <p><b>THE FUTURE OF WORK</b></p>		

## Schedule at-a-glance

Wednesday, December 14

12:00pm - 1:00pm	 <p><b>Dr. Shimi Kang</b> Award-Winning Harvard-Trained Physician   Bestselling Author   Global Social Entrepreneur</p> <p><b>ACHIEVING LASTING SUCCESS THROUGH ADAPTABILITY</b></p>		
	PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED SKILLS
1:30pm - 2:15pm	<p><b>The Future Project Leader: Learning to leverage your authority to build trust and foster collaboration</b></p> <p><b>Amber McMillan</b> Rogers Society</p>	<p><b>Communication, Engagement &amp; Influence: Honing Three Key BA Skills</b></p> <p><b>Adrian Reed</b> Blackmetric</p>	<p><b>Your interview assumptions are holding you back</b></p> <p><b>Teri McIntyre</b> Charann Consulting</p>
2:30pm - 3:15pm	<p><b>Data Informed? Data Driven? Just Help Me Use My Data!</b></p> <p><b>Jamie Champagne</b> Champagne Collaborations</p>	<p><b>Better Requirements = Better Solutions</b></p> <p><b>Kevin Haines</b> <b>Carla Janzen</b> Online Business Systems</p>	<p><b>Love Your Work! Values Driven Career Planning</b></p> <p><b>Ryland Leyton</b> Cognizant Microsoft Business Group</p>
3:30pm - 4:15pm	<p><b>There are No Politics in Project Management</b></p> <p><b>Joe Perzel</b> JPerzel Inc</p>	<p><b>Be Agile: The Business &amp; The Analyst</b></p> <p><b>Bola Adesope</b> Deloitte Canada</p>	<p><b>Changing the Mindset - Build a Cybersecurity Culture at Work</b></p> <p><b>Felix Hernandez</b> All American Technology Solutions Group</p>



## Workshop Schedule at-a-glance

Thursday, December 15

<b>BECOMING A BETTER LEADER</b>	<b>Scott Stribny , President , Group Atlantic</b>
Leading in a changing world is especially challenging work. Just when you are feeling most pressured and vulnerable, you need to be strongest and most generous in mind and spirit. Indeed, as HBR author John Kotter notes, "More change always requires more leadership." What makes a great leader? This workshop begins to	answer this question by presenting a five-rule framework to apply in real life (adapted from the Harvard Business Press book The Leadership Code and detailed in a recent series of Cutter Consortium Executive Updates co-authored by the instructor).
<b>CONCEPT MODELING - CREATING A SHARED BUSINESS VOCABULARY</b>	<b>Fabricao Laguna CBAP, AAC, CPOA, PMP, MBA, Consultant and Trainer, The Brazilian BA</b>
Understand the importance of having a shared vocabulary, learn tips and tricks to define terms and definitions in a Business Glossary, and how to	graphically visualize a concept model with a free and easy-to-use tool.
<b>MANAGING STAKEHOLDER EXPECTATIONS OF CHANGE ON YOUR PROJECTS IN A VIRTUAL ENVIRONMENT</b>	<b>Gina Abudi , President, Abudi Consulting Group, LLC</b>
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.
<b>PROJECT MANAGEMENT: THE CASE FOR A DIGITAL APPROACH</b>	<b>Tarminder Singh , Project Manager, AirAsia</b>
The field of Project Management was largely status quo for decades. This presentation will introduce Digital Project Management at a foundation level outlining the skills, principles and main stages	of project management which should exist on all projects. It will also provide insights on best practices to help deliver success projects in a digital business environment.
<b>STRATEGIC PLANNING FOR TODAY AND TOMORROW'S CRAZY WORLD!</b>	<b>Jamie Champagne , Business Analyst, Champagne Collaborations</b>
As businesses begin to adapt to the "new normal," Jamie will walk through the value of strategic planning as a tool for resilience, the importance of business agility and innovation, how to master skills that will help you pivot, respond and deliver proactive solutions and will give you the	opportunity to begin working on a strategic plan for your business and/or social enterprise that is focused on resilience and recovery with a simple framework you can use with your teams to be successful.
<b>WHAT'S NEXT FOR THE BA? OSCILLATING MULTIPLE SKILL SETS</b>	<b>Dave Davis , PMP, PgMP, PBA, ACP, DASSM, SAFe LPM, CSM, PMI-AT, Senior Program Manager, OhioHealth</b>
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 and be a tool to facilitate discussion.

## Workshop Schedule at-a-glance

Friday, December 16

<b>ENABLING CHANGE WITH OUTCOMES DEFINITION</b>	<b>Fabricao Laguna CBAP, AAC, CPOA, PMP, MBA, Consultant and Trainer, The Brazilian BA</b>
Learn how to develop the key points of a Business Case in a collaborative and agile approach, using a set of canvases to understand the business "real" need and the value that must be delivered by	an initiative. This practical workshop with simple techniques focuses on real business needs and enable the creativity of the development team.
<b>FUN AND INNOVATIVE WAYS TO ENGAGE YOUR STAKEHOLDERS (AND GET THINGS DONE!)</b>	<b>Jamie Champagne , Business Analyst, Champagne Collaborations</b>
Join us in this highly engaging and interactive session where we will walk through techniques to help you not only be successful on your change endeavors but also bring your stakeholders into the challenge and drive them as high-performing	individuals to accomplish goals of any size. Attendees will experience hands-on practice with unique and innovative approaches to working with stakeholders.
<b>HOW TO LEAD PEOPLE SMARTER THAN YOU</b>	<b>Shahad Sadeq Assoc AIA, Executive Director, AIA springfield</b>
Service Leadership is the go to form of leadership to cultivate the tools for people to reach their full potential. Utilizing unique tools like the	Socratic method, emotional intelligence and self-regulation , people will have practical examples to help implement their goals.
<b>INTEGRATING DESIGN THINKING ON YOUR PROJECTS</b>	<b>Bruce Gay , PMP, Director, Program Management, UPMC Enterprises</b>
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 Project Management. 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.
<b>MASTERING STRATEGIC THINKING SKILLS FOR MAXIMUM IMPACT IN YOUR ORGANIZATION</b>	<b>Stephanie Angelo , SPHR, SHRM-SCP, CVP, Speaker/Trainer/Consultant, www.StephanieAngelo.com</b>
Through discussion and examples attendees understand what a strategic thinker is. They compare and contrast the successes and failures of those who didn't apply strategic thinking	techniques. Attendees experience several activities to develop their personal skills and receive a journal for tracking success.
<b>RIGHT REQUIREMENTS, RIGHT NOW WORKSHOP</b>	<b>Scott Stribny , President , Group Atlantic</b>
1. Requirements Engineering Process 2. Eliciting Requirements Effectively both Functional & Non-	Functional 5. Verify Requirements with Quality Gates
<b>THE PROJECT MANAGER'S TOOLBOX 2022</b>	<b>Daniel Simon , PMP, MPM, ACS, CHTS-PW, Speaker/Career Coach, Where's Your Road, LLC</b>
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.