

PROJECT  WORLD™
BUSINESS ANALYST WORLD

FUTURE FORWARD

TORONTO, ONTARIO

MAY 15 - 18, 2023

METRO TORONTO CONVENTION CENTRE

EVENT GUIDE



Macgregor
Communications

IBA® Endorsed Conference
Producer™

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WHY ATTEND:

- 1 EARN UP TO 17 PDUs over 4 days**
- 2 TOP QUALITY EDUCATION AT COMPETITIVE PRICES**
- 3 REGIONAL ADVISORY BOARD THAT TARGETS LOCAL ISSUES**
- 4 UNIQUE CONFERENCE MODEL PMBA COMBINED**
- 5 NETWORKING UNLIMITED NETWORKING OPPORTUNITIES WITH YOUR PEERS**
- 6 LOCAL & CONVENIENT LOCATION**



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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, my team and I 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, ProjectWorld*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 17 in total over 4 days, which goes a long way to renewing your certification.

I encourage you to take advantage of all the learning and networking opportunities this event provides. Please do not hesitate to contact me directly if you have any questions!

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

2023 KEYNOTE SPEAKERS



KEYNOTE

Future of Work: Getting 2030 Ready

ANDREW AU

GLOBAL THOUGHT LEADER ON DIGITAL TRANSFORMATION AND CULTURE CHANGE

MAY 15 | 8:30AM - 9:45AM

By 2030, half of the work we get paid to do today will be automated by technology, 10% of jobs will be in job categories that don't exist today, and demand for technological skills will surge by 55%. Are you ready? Being "2030 ready" means more than just applying automation, robotics, and AI. It involves a shift in leadership and culture — a modern approach to skilling, a cognitive division of labour, and a complete business model evolution. Andrew Au, an authority on digital transformation, provides audiences with a glimpse into this future and the pathways needed to prepare for this new world of work.



KEYNOTE

Fry Your Chickens!

PHIL BARTH

PMP, SPEAKER / AUTHOR, GREAT THINGS HAPPEN, LLC

MAY 15 | 3:00pm - 4:00pm

There's something inside of us that stands between all of us and success at work, success at home, success in life. It is a flock of chickens. Chickens like fear, negativity and self doubt. Every time Phil Barth wanted to do accomplish anything worth accomplishing, he had to fry a chicken. As a result of frying chickens... -Phil won \$32,000 on Who Wants to Be a Millionaire. -Phil got that first date with the woman who became his wife. -Phil was even able to ride a roller coaster with his son for two minutes without throwing up. It would have been perfect... if only the roller coaster ride hadn't been 2:20. You will laugh for an hour. And you will leave this Keynote with homework: One chicken that you are going to fry. One step that you will take toward making a dream come true.



KEYNOTE

Nobody Wants to 'Work': Conscious Leadership Practices that will Attract, Engage and Retain Project Talent

SUZANNE F. STEVENS

CSP, CONSCIOUS LEADERSHIP AND SOCIAL CONTRIBUTION CULTIVATOR, YOUMEWE SOCIAL IMPACT GROUP INC.

MAY 16 | 8:30am - 9:45am

What if your multi-generational and diverse employees feel they are active contributors to the success of your organization? What if your organization had a foundation of high-trust, high-performance, where high-happiness is realized? How would your culture be impacted? What practices would a leader need to implement to attract, engage, retain, and bolster such talent? Suzanne F. Stevens, CSP, shares how multi-generational employees' priorities have evolved post-pandemic—exposing why they don't want to work and why they do. Suzanne has interviewed over a hundred Conscious Leaders from 25 countries and shares eight strategies to bake into your organization's DNA. Employees will be transformed into empowered, productive, and purposeful intrapreneurs—creating a culture where everyone feels their contributions count.



KEYNOTE

Bring on the Joy! Building Resilience and Engagement in Times of Change

JESSICA HOLMES



CELEBRATED COMEDIAN, AUTHOR, MENTAL HEALTH ADVOCATE

MAY 16 | 3:00pm - 4:00pm

Years of flux and uncertainty have left people burnt out and many are still grappling with disconnection. It's more important now than ever to foster a sense of well-being and engagement in the workplace. Comedian and Bell Let's Talk ambassador Jessica Holmes presents a moving, funny, and energetic talk that encourages positive mental health and reengages your sense of purpose. Drawing on inspiration from her own journey through depression, Holmes shares how she reconnected with her love of life and work, drawing parallels with this new chance we all have to thrive after setback. Holmes' call to action combines comedy with inspiration from the field of positive psychology. She delivers insights into: -Simple, sustainable steps to improve mental health. -Shifting perspective to increase fulfillment and happiness at work. -Moving forward with empathy for yourself and others (one of the most important parts of a successful team!). -Renewing your sense of purpose and energy by engaging with your values. -Reigniting your creativity. This Keynote honors the courage it has taken to come this far and reconnects audiences with their greatest qualities to bring on personal and professional joy!



Schedule at-a-glance

Monday, May 15

8:30 am - 9:45 am	 Andrew Au Global Thought Leader on Digital Transformation and Culture Change						FUTURE OF WORK: GETTING 2030 READY	
9:45 am - 10:15 am	Sponsor Showcase							
	PROJECT MANAGEMENT - ROOM 703	PROJECT MANAGEMENT - ROOM 705	BUSINESS ANALYSIS - ROOM 707	BUSINESS ANALYSIS - ROOM 709	SHARED SKILLS - ROOM 711	SHARED SKILLS - ROOM 712		
10:15 am - 11:15 am	The Unexpected Benefits You Didn't Know You can Deliver Christine Aykac Wareness.com Amalia Barthel DecodeSeries	Everything I Needed to Know about Project Management, I Learned While Wearing Adult Diapers Phil Barth Great Things Happen, LLC	Ahoy, Swashbuckling Producteers - How Business Analysts, Product Owners, and Product Managers Work Together Paul Crosby The Uncommon League	Lessons Learned from Disaster Charlene Huggard Office of Information Technology Services, New York State	7 Mindset Shifts for Success in Digital Transformation Linda Miller iMind Transformation	Elicitation by Example Jennifer Battan Out of the Box BA/The Uncommon League		
11:30 am - 12:30 pm	Communication Plan - the Best-Kept Secret to Project Success Greg Busby Norveld Business Systems Lloyd Weber Norveld Business Systems	Enabling Constraints: Calvinball vs. Football Peter Fagerstroem IncrementOne	Be Agile: The Business & The Analyst Bola Adesope Deloitte Canada	The Seven Pitfalls of Business Analysis Yulia Kosarenko Why Change Consulting	Cybersecurity Requirements - How to Mine Them in a Sea of Peril Jamie Champagne Champagne Collaborations	The Future is Here: Let's Talk about how Robots are now Able to Write Copy and Create Images Leslie Hughes PUNCH media		
	Lunch							
1:45 pm - 2:45 pm	Improving Rapport in Virtual Environments Freeman Golshan Doxim	Taking Our Project Management Careers to the Next Level David Barrett ProjectBites.com	The Neuroscience Behind the BA Mindset. The Human Thinking Processes Applied Trent Leopold City of Dallas Fabricao Laguna The Brazilian BA	7 Easy Steps to Becoming a Better Presenter Hans Eckman InfoTech / Eckman Guides	Talking Trust: How to establish and grow a trusted partnership with your stakeholders Allison Straker Info-Tech Research Group	Are You Agile for the Next Industrial Revolution? Dilash Krishnapillai Yorkville Education Company (YEC)		
3:00 pm - 4:00 pm	 Phil Barth PMP, Speaker / Author, Great Things Happen, LLC						FRY YOUR CHICKENS!	
4:00 pm - 5:00 pm	Networking Reception and Sponsor Showcase							

Schedule at-a-glance

Tuesday, May 16

8:30 am - 9:45 am	 Suzanne F. Stevens CSP, Conscious Leadership and Social Contribution Cultivator, YouMeWe Social Impact Group Inc.						NOBODY WANTS TO 'WORK': CONSCIOUS LEADERSHIP PRACTICES THAT WILL ATTRACT, ENGAGE AND RETAIN PROJECT TALENT	
9:45 am - 10:15 am	Sponsor Showcase							
	PROJECT MANAGEMENT - ROOM 703	PROJECT MANAGEMENT - ROOM 705	BUSINESS ANALYSIS - ROOM 707	BUSINESS ANALYSIS - ROOM 709	SHARED SKILLS - ROOM 711	SHARED SKILLS - ROOM 712		
10:15 am - 11:15 am	Epic Budgeting Dave Sharrock IncrementOne	Benefits Realization Kevin Aguanno President Procept Associates Ltd	Connecting the Scrum Concepts on a Single Page. The Most Popular Agile Framework Made Easy and Fun Fabricao Laguna The Brazilian BA	Row Row Your Boat - Down the Value Stream Dave Davis OhioHealth	Managing Emotional Intelligence Daniel Fay BrenDaniel Productions Corp.	Vanilla Ice Was The PERFECT Agile Coach - A Journey of Fixed vs Growth Mindset V. Lee Henson AgileDad		
11:30 am - 12:30 pm	PM and BA in a PMO: Are they friends or foes? Saby Waraich Clackamas Community College	Responding to Change while Keeping your Project on Track Greg Busby Norveld Business Systems	Bamboozled! Are your Requirements Psyched Out? Using Critical Thinking for Better Decisions and Requirements Paul Crosby The Uncommon League	Trust No One, Always Verify Armand Adriano IAMTEAM INC.	Hack Your Job: Applications and Tips to Increase your Productivity by Doing Less Work! AJ Hawley Trendsparency	Spy vs. Spy Vincent Mirabelli Info-Tech Research Group Hans Eckman InfoTech / Eckman Guides		
	Lunch							
1:45 pm - 2:45 pm	Cross-Team Collaboration is Hard! Tips & Tricks to Help Solve Divides Daniel Simon Where's Your Road, LLC	Purple Cow Leadership: Stand Out as An Effective Leader Saby Waraich Clackamas Community College	Business Analysis is Dead, and More Fake News Jennifer Battan Out of the Box BA/The Uncommon League	Shake Shake Shake - Shake Shake Shake - Shake Your BA - What Is a POBAFATA & Should I be Part of One? V. Lee Henson AgileDad	7 Trends That will Dramatically Change Business Hans Eckman InfoTech / Eckman Guides	Building a Culture of Continuous Improvement: A Tragedy in Three Acts Vincent Mirabelli Info-Tech Research Group		
3:00 pm - 4:00 pm	 Jessica Holmes Celebrated Comedian Author Mental Health Advocate						BRING ON THE JOY! BUILDING RESILIENCE AND ENGAGEMENT IN TIMES OF CHANGE	

Workshop Descriptions

Wednesday, May 17 | 9:00am - 4:00pm

AGILE FUNDAMENTALS

V. Lee Henson
President & Founder, AgileDad

One of the most common points of Agile adoption failure comes with the incremental on-boarding of Agile teams throughout an organization while not having everyone starting with the same foundational Agile knowledge. This workshop session is designed to help everyone on the team learn the fundamental principles behind what makes Agile work, and allows them to participate in several real world exercises. This structure allows everyone on the team to learn the 'Why' behind the 'How', and gives everyone a chance to leave with the tools needed to effectively do their job better. This session is designed for both new Agile / Kanban teams learning the ropes and experienced Agile teams who

are trying to re-align or get started on the same Agile footing while establishing an internal Agile Center of Excellence. This workshop is often coupled with Agile Coaching in order to increase the effectiveness and impact. The Three Keys - Seeking & Embracing Success: Success can be defined by each of us in many different ways. The truth is there are three keys to a successful personal and professional career. Once we discover these keys and learn to use them, we are gifted the ability of a lifetime of success. This personal journey will teach you the importance of making dreams come true and give you the tools to make that happen.

DELIVERING COMPLEX PROJECTS

Saby Waraich
PMP CSM, CIO | CISO
Clackamas Community College

Large-Scale Technology Projects especially in public sector are complex and challenging. There are multiple factors that makes a project or a program complex. Gain an insight into how public sector projects are different and what makes them so complex. Come and learn about an exciting turnaround of a public sector project that went on for almost a decade with multiple failures. What were some of the key strategies used to make this project successful? How can you use some of the learnings from this experience to manage your projects

more effectively and deliver value to the customer?

Learning Objectives

- Actionable tips that can be used by those who are managing complex projects or will be managing one in the future
- Enhance professional knowledge around driving large & complex transformations.
- Gain insight into complexities and challenges in a public sector technology project

GREAT VISUALS: BUT YOU STILL HAVE SOME 'SPLAINING TO DO

Dave Davis
PMP, PgMP, PBA, ACP, DASSM, SAFe LPM, CSM, PMI-AT,
Senior Program Manager, OhioHealth

This presentation will focus on providing a great visual; with supporting data. It will be a pragmatic approach to better engage your audience and help them retain your message. There will be examples of visuals and the appropriate means of communicating the message. You will also get to create your own simple visual with supporting information. This content applies to all roles in the profession: a project manager, an Agile Coach, a Business Analysis, a Product Owner, and/or a Change Manager. Communication is more than what is said, it also involves how it is said.

Learning Objectives

- Explore various techniques to develop a data driven story to present information to stakeholders on a project including tools such as a Vision Box, a Roadmap, and a customer demographic.
- Understand data literacy principles about the most appropriate presentation canvas to emphasize your main point.
- Incorporate the VARK Learning Styles (Visual, Auditory, Reading/Writing, and Kinesthetic) to ensure the story, and associated data, resonates with each type of learner.

ROBOTIC REQUIREMENTS: BUILD YOUR OWN DIGITAL ASSISTANT

AJ Hawley
PSM1, Principal Consultant, Trendsparency

As a Business Analyst, I want to build a digital assistant so that I can skip the tedious tasks, maximizing my influence across the business. That's exactly what this workshop will offer. We will be focusing on the Microsoft platform, using Microsoft Teams, SharePoint Lists, and a collection of Office365 applications to automatically create User Stories

in Azure DevOps. As analysts, we know that one elicitation method or process may not work for each team or project. At the end of the session you will have built several methods for not only procuring requirements but will have built automation to handle them all. Let the robot uprising begin! Requirements: Each individual will need to bring a laptop

Workshop Descriptions

Wednesday, May 17 | 9:00am - 4:00pm

HARRY POTTER AND THE WORKSHOP OF LEADERSHIP SECRETS

Hans Eckman
Principal Research Director, InfoTech / Eckman Guides

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 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. • You Grow Through Challenges: Overcoming the fear of failure, volunteering to create opportunities, and improving delegation. • Find/Be the Right Teacher: Finding mentors and applying lessons • Play to Your Strengths: Identifying your superpower and exploiting your uniqueness • You Must Adapt to Change: Embracing change and accepting uncertainty • It's the Choices We Make that Define Us: Making better decisions to create opportunities • Perseverance is Needed to Overcome Adversity: Creating quick wins, setting realistic goals, and expanding your toolbox. • Individuals Complete Tasks, Teams Win Battles: Strengthening your network and developing high-performing teams

MITIGATING RISKS IN EVERYDAY PROJECTS

Daniel Simon
Speaker / Career Coach, Where's Your Road, LLC

Whether we address it or not, we deal with risk every day. But how much time do we really spend reviewing and mitigating risk? This is a risk-focused workshop centered on team-based, interactive project management discussions. During the workshop, participants will be engaged in learning and exercising key project management methods as they work through real-world project scenarios. Learning components are utilized to inspire table conversations and then open dialogue. We will examine how risk can affect each of the project management topics listed, and potential solutions. We will review both simple and extreme

project details that can range from highly impactful to catastrophic. Most importantly, we will discuss how participants plan to address risks as part of their project plan.

Learning Objectives

- Understand the importance of project initiation and proper alignment across stakeholders to reduce risk factors
- Identify strategies for mitigating project risk
- Identify and apply methods for assessing project value at phase gates

THE WHO, WHAT, WHEN, WHERE, WHY (AND HOW!) OF REQUIREMENTS

Jamie Champagne
Business Analyst, Champagne Collaborations

Let's dive into requirements from a view you've probably never seen. Come explore all the shapes, forms, and evolutions that captured requirements can take. And let's get some hands on practice diving into HOW to pull out this information so that your facilitation session is never compared to a painful dental procedure! Join Jamie as she walks you through the very techniques you can immediately apply!

Learning Objectives

- Understand the multiple facets of requirements (and what "required" actually means!)
- Learn techniques for eliciting and managing requirements
- Gain tips and tricks to immediately apply to requirements in your own work

PROJECT
MANAGEMENT

BUSINESS
ANALYSIS

SHARED

AGILE

Workshop Descriptions

Thursday, May 18 | 9:00am - 4:00pm

BUILD A BETTER PRODUCT OWNER	Hans Eckman Principal Research Director, InfoTech / Eckman Guides
<p>It's time we put the OWNER back into product ownership! Many teams are hindered by product owners who operate by proxy, lack the empowerment, and are under-supported. Product Owners are the CEOs of their product or service. Whether you want to become a product owner, are new to product ownership, becoming a product management thought leader, or leading a team of product owners, this workshop will help you define what it means to be a great product owner in your</p>	<p>context and plot a path to get there.</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> Understand the foundations for successful product management Assess your maturity against the Info-Tech Product Owner Capability Model Build your professional development journey map
BUILDING FOR THE LONG-TERM: TURNING YOUR CAREER GOALS INTO ACTION	Vincent Mirabelli CBAP, MBB, PMP, Principal Research Director, Info-Tech Research Group
<p>We all know the value and importance of planning. Much of what we do involves planning; the next project, sprint, or program. But what about us, and our careers? In this workshop, participants will engage in personal and professional introspection, asking a lot of tough questions meant to get at one thing: your career North Star. Through assessment of your skills, capabilities, and capacity (since we can't do everything!) we'll develop a plan of action, like a</p>	<p>roadmap to a sunny destination.</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> Define your personal career goals and objectives. Understand your current state skills and capabilities, and identify any gaps that will need addressing. Develop an action plan for the next year, and beyond, to guide your way.
DATA MANAGEMENT & ANALYTICS SKILLS FOR BUSINESS ANALYSTS	Yulia Kosarenko Principal Consultant, Why Change Consulting
<p>When an enterprise embarks on a digital transformation journey, data analysis, quality and integrity are essential to its success. A data-savvy business analyst is a valuable resource and a key team player. This workshop will take participants on a journey of learning about data structures, data analysis and modelling techniques necessary to analyze and capture data management requirements. It will focus on practical knowledge and skills, tools and useful templates, and provide class exercises to master the concepts. Participants will learn to distinguish different types of analytics, discover and</p>	<p>capture business analytics requirements, and become advisors to business stakeholders when it comes to using advanced analytics and AI.</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> Become a data-savvy business analyst for more career opportunities. Explore data analysis techniques used for problem diagnostics, root cause analysis, scenario analysis and decision modelling. Master important analytics concepts and learn how to play a key role in data science and AI projects.
GIVE FEEDBACK LIKE A LEADER, NOT A CRITIC	Joel Silverstone Senior Professional Skills Facilitator & Coach, The Great Canadian Training & Consulting Company
<p>When feedback is done well, it changes the culture of an organisation. Trust, respect, and growth create more joyful and productive teams. In this session, we will use a feedback model that will help you deliver meaningful feedback and preserve relationships. With this model, you will explore your own role in receiving feedback. Be ready to practice!</p>	<p>Learning Objectives</p> <ul style="list-style-type: none"> Learn key behaviours needed to deliver meaningful feedback in a manner that preserves relationships Promote team connectivity and new ways of relating to each other Put your ego on hold, and recognise how to receive feedback

Workshop Descriptions

Thursday, May 18 | 9:00am - 4:00pm

LEADING PROJECT TEAMS IN 2024		Daniel Fay PMP, PMI-PBA, MEng., Managing Director, BrenDaniel Productions Corp.	
<p>Projects exist to implement change. Project leaders should always be in motion, always shifting, always enabling change. These past years have tested that theory, there have been major shifts in maintaining project success. Get some great ideas to strengthen your • Personal Leadership • Team Leadership • Organizational Leadership This is an opportunity to share your ideas and challenges with a diverse team of managers, getting an immediate personal action plan.</p>		<p>Learning Objectives</p> <ul style="list-style-type: none">• Get some great ideas and best practices used by the facilitator and other attendees in successful leadership• Learn about resources available, websites, templates to tackle challenges in 2024• Share your ideas and get immediate feedback from a diverse team of attendees	
LONG TERM AGILE PLANNING IS NEVER POINTLESS		Dave Sharrock CEO, IncrementOne	
<p>Agile teams pull work from the product backlog during sprint planning. The teams complete the work during the sprint and finish the sprint with a shippable product increment that they demonstrate at the sprint review. Unfortunately, this is a very simple view. It considers what's happening today, this week, this sprint, but not the bigger picture. How does the work the team is doing today relate to the promises made last month, last quarter, or last year? What about the work other teams are doing that interacts with our team's work? Dependencies, delays, and distractions all impact commitments, make coordinating work hard</p>		<p>if not impossible and provide plausible but damaging excuses for delays.</p> <p>Learning Objectives</p> <ul style="list-style-type: none">• Discover the value of high-level planning for making strategic decisions without the need for expensive detail execution plans.• Learn how point-to-point planning delivers long-term delivery estimates calibrated by present-day delivery• Map your annual deliver goals to sprint delivery goals	
PROJECT MANAGEMENT	BUSINESS ANALYSIS	SHARED	AGILE



NOTES

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Resources for Project Managers

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2023 CONFERENCE SCHEDULE

