

FUTURE FORWARD

CHICAGO, ILLINOIS

NOVEMBER 27-29, 2023
HYATT REGENCY O'HARE

ON-LINE BROCHURE



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Communications

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WHY ATTEND:

- 1** EARN UP TO **17 PDUs** over **3 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 a 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, 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, attendees can claim one credit for every hour of education, up to 18 in total over 3 days, which goes a long way to earning 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
BusinessAnalystWorld
aruddell@macgregorcom.com

2023 KEYNOTE



KEYNOTE

Invisible Leadership: Discovering the Secret Impact of Transformational Leaders

VICTOR NICHOLS II

COACH VIC, STRATEGIC PARTNERSHIPS AND
ENGAGEMENT LEAD, GENENTECH

NOVEMBER 27 | **8:30AM - 9:45AM**

In this Keynote, Coach Vic shares key insights and anecdotal experiences cultivated to close gaps and improve performance from his many years of serving as an Executive Coach to leaders across the spectrum, including C-suite executives. This powerful message is designed to leave every audience feeling inspired to reshape their behaviors in pursuit of becoming a more dynamic and transformative leader.



KEYNOTE

The BA ~~as~~ is a Leader

FILIP HENDRICKX

FOUNDER, ALTERSHAPE

NOVEMBER 27 | **3:45pm - 4:45pm**

As a business analyst, you are usually not in a formal leadership role. Yet, you have the knowledge to lead stakeholders to make better choices. Are you leading consciously, and to the best of your abilities? What is your leadership challenge? What tips can grow your leadership skills? Let's discuss! (Oh, we'll talk about pizza too...)

SPEAKERS



KEYNOTE

Talking Trust: How to establish and grow a trusted partnership with your stakeholders

ALLISON STRAKER

RESEARCH DIRECTOR, INFO-TECH RESEARCH GROUP

NOVEMBER 28 | 8:30am - 9:45am

How many times have you worked on an initiative and missed requirements because you didn't realise that there was a stakeholder you needed to talk to? Or even though you identified them, you still couldn't get what you needed from them when you needed it. Identifying them, managing them, and gaining their trust are all critical to Business Analysts. Let's talk about how you can develop and grow your stakeholder relationships to achieve the results you need.



KEYNOTE

Developing The Nimble Characteristics

FABRÍCIO LAGUNA

CBAP, AAC, CPOA, PMP, MBA, CONSULTANT AND TRAINER, THE BRAZILIAN BA

NOVEMBER 28 | 3:45pm - 4:45pm

To survive in the current competitive business environment an organization must develop the capability to sense changes and respond adequately in small learning cycles based on a clear business vision. Implementing an Agile framework or methodology is not enough. The organization's task force must be business-driven, empowered to take decisions, and enabled with the correct skills and structure. In this presentation: • storytelling explains the difference between Agile and Nimble; • practical and engaging group exercise feeds the nimble mind while builds interactive connections between participants; • live experiment simulates an organization evolution and demonstrates how the Business Analysis Mindset can offer the 8 characteristics of a nimble organization.

Schedule at-a-glance

Monday, November 27

8:30 am - 9:45 am	 Victor Nichols II Coach Vic, Strategic Partnerships and Engagement Lead, Genentech Invisible Leadership: Discovering the Secret Impact of Transformational Leaders		
10:00 am - 11:00 am	Current Trends, Future Strategies for Project Teams Dr. Jimmy Godard Global Compass, LLC	The Neuroscience Behind the BA Mindset. The Human Thinking Processes Applied Trent Leopold CoD Fabrício Laguna The Brazilian BA	How to think like your customer when they're not even in the room Jamie Champagne Champagne Collaborations
11:15 am - 12:15 pm	The Future is Here: Let's Talk about how Robots are now Able to Write Copy and Create Images Leslie Hughes PUNCH media AJ Hawley Trendsparency	Just Beyond the Horizon: What's Next for Business Analysis? Vincent Mirabelli Info-Tech Research Group	Do you want to meet Emily in Paris or Escape from New York? Plan your Roadmap with key Prioritization Techniques Mindy Bohannon Excella
12:15 pm - 1:15 pm	Lunch		
1:15 pm - 2:15 pm	Creating and Sustaining a Positive Workplace: Supporting your team by breaking the 7 Habits of Negativity to sustain a positive workplace April Callis-Birchmeier Springboard Consulting	Hammer it Home! Update Your BA Toolbox Jennifer Bedell Mariner Innovations	7 Easy Steps to Becoming a Better Presenter Hans Eckman Info-Tech / Eckman Guides
2:30 pm - 3:30 pm	Unleash Your Inner Thought Leader: A Panel Discussion Vincent Mirabelli Jamie Champagne Fabrício Laguna Filip Hendrickx Info-Tech Research Group Champagne Collaborations The Brazilian BA Altershape		
3:45 pm - 4:45 pm	 Filip Hendrickx Founder, Altershape The BA as is a leader		
4:45 pm - 6:00 pm	Networking Reception		

Schedule at-a-glance

Tuesday, November 28

8:30 am - 9:45 am	<div></div> <div>Allison Straker Research Director, Info-Tech Research Group Talking Trust: Yes, you can establish and grow a trusted partnership with your stakeholders</div>		
10:00 am - 11:00 am	Perfect Your Pitch Through Ritual Dissent Filip Hendrickx Altershape	Humans are Hard, Code is Easy Tom Henricksen Code is Easy	Elicitation by Example Jennifer Battan Out of the Box BA/The Uncommon League
11:15 am - 12:15 pm	Round Table Discussions: Unleashing Collective Wisdom: Sharing Best Practices in Business Analysis		
12:15 pm - 1:15 pm	Lunch		
1:15 pm - 2:15 pm	Fry Your Chickens! Phil Barth Great Things Happen, LLC	Demystifying the BA's Role in Creating and Delivering Training David Heidt DePaul University	Spy vs. Spy Vincent Mirabelli Info-Tech Research Group Hans Eckman Info-Tech / Eckman Guides
2:30 pm - 3:30 pm	The Bartender's Guide to Purpose and Perspective Daniel Simon Where's Your Road, LLC	Bamboozled! Are your Requirements Psyched Out? Using Critical Thinking for Better Decisions and Requirements Paul Crosby The Uncommon Foundation	Bringing The Agile Mindset No Matter Where Your Projects Take You! Jamie Champagne Champagne Collaborations
3:45 pm - 4:45 pm	<div></div> <div>Fabrício Laguna CBAP, AAC, CPOA, PMP, MBA, Consultant and Trainer, The Brazilian BA Developing The Nimble Characteristics</div>		

Workshop Descriptions

Wednesday, November 29 | 9:00am - 3:00pm

COMMUNICATION BREAKDOWN: IMPROVING YOUR COMMUNICATION SKILL SET FOR BUSINESS ANALYSIS PROJECTS

Daniel Simon

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

The modern-day business analyst needs to wear many different hats simultaneously. Why? Because being a business analyst encompasses a myriad of challenges and opportunities daily. It requires an advanced skill set in communicating with a wide variety of team members, stakeholders, vendors, and customers – both internal and external. Communication BreAkdwn focuses on you recognizing and implementing communication tools to help you AND your team build better products and develop improved individual, team, and stakeholder relationships. Communication, Listening, and Interaction skills are on the agenda as our foundation for taking a deeper dive into your business purposes and outcomes. These tools are those that will provide effective task facilitation, improve flexibility, and change management. This workshop will delve into the practical

– and yet, sometimes elusive – set of tools every Business Analyst needs to tackle ever-expanding product work challenges, with an awareness of communications scenarios, and then some. The intangible concepts of communication & soft skills you utilize, along with articulating the vision, make your work a tangible success. The inner workings of process skills, negotiating, and creating buy-in help you to plan and continue your path. Software skills and technical skills build your expertise, and the expertise of your team. Developing your organizational awareness may also mean the difference between stagnation and success. Now that we are all spending more time leading and managing in the virtual world through email, conference & video calls, and safe-distance meetings, these skills are even more valuable to your skill set. You need them in your daily toolbox!

HOW BA CAN CLOSE THE STRATEGY-EXECUTION GAP

Filip Hendrickx

Founder, Altershape

Up to two-thirds of organisations struggle with turning their strategies into results, missing out on a potential performance increase of 60 to 100%. Yet without successful execution, the strategy is pointless. Indeed, strategy = execution. Where should strategy become reality? In change projects. With business analysis perfectly positioned to connect the dots from theory to practice, from idea to solution. Enter the strategic BA, who helps the team in finding answers to the following questions:

- How do you formulate good goals that guide

execution without restricting creativity?

- How do you deal with stakeholders that know the solution before having investigated the problem?
- What is the importance of deep listening, and how do you do it?
- Why do we need to think about options and alternatives, and how do you facilitate their discovery?
- Should we still be doing projects? Is there a better alternative?
- What are the strategic BA's new roles in a world where strategy = execution?

Workshop Descriptions

Wednesday, November 29 | 9:00am - 3:00pm

HOW TO USE THE BUSINESS ANALYSIS CORE CONCEPTS TO MAP AND DRIVE CHANGE

Fabrizio Laguna

CBAP, AAC, CPOA, PMP, MBA, Consultant and Trainer,
The Brazilian BA

The Business Analysis Core Concepts Model (BACCM) is presented in a hands-on workshop in two parts. In the first part, the presenter uses a specific moment from Episode IV of the Star Wars series to invite everyone to fill in a canvas that goes through each of the 6 BA core concepts in a fun and illustrative way from the perspective of different characters from the saga. In the second part, the participants will learn how to use the BACCM Canvas as a technique to get an overview of real Case Studies. This technique may be used to facilitate workshops wherever they work in

different scenarios. The presenter will share tips and guides to conduct this and other types of collaborative workshops.

Learning Objectives

- Differentiate the six Business Analysis Core Concepts
- Facilitate workshops to understand an initiative using the BACCM Canvas
- Understand that any analysis depends on the point of view, the moment, and the context in which it occurs.

IN YOUR FACE: FACILITATION, ANALYSIS, COLLABORATION & ELICITATION TECHNIQUES

Jennifer Battan

CSM, CBAP, Chief Creativity Encourager,
Out of the Box BA/The Uncommon League

This interactive, highly hands on workshop not only teaches us how to use modern collaborative and interactive techniques for Facilitation, Analysis, Collaboration & Elicitation (FACE) but we'll also talk hybrid facilitation, agile vs plan-driven applications, and so much more. These tools will help improve the quality of your products and help you elicit requirements more effectively. You'll have everyone talking about how great YOU are as a Business Analyst leader.

Learning Objectives

- Learn & practice proven techniques for Facilitation, Analysis, Collaboration, & Elicitation
- Identify ways to modify your approaches whether you're working in plan-driven, agile, or some method in between
- Identify tools & approaches for virtual and hybrid scenarios

LEARN TO MANAGE YOUR REQUIREMENTS BEFORE YOUR STAKEHOLDERS MANAGE YOU

Jennifer Bedell

Mariner Innovations

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! Beware: This is not a workshop for those who want to sit back and earn CDU's. This will be hands on and fun!

Learning Objectives

- Understand how you can adapt your requirements management plan to suit your project
- Explore how requirements can be managed in a traditional or agile environment - or anywhere in between
- Identify the key attributes and details to be captured with each requirement so you can find what you need when you need it

2023 CONFERENCES



2024 CONFERENCES

