

**PROJECT  SUMMIT**  
**BUSINESS ANALYST WORLD**

# **FUTURE FORWARD**

**WASHINGTON, DC**

MAY 6-8, 2024

THE WESTIN ARLINGTON GATEWAY

**ON-LINE BROCHURE**



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## ADVISORY BOARD: WHY ATTEND:

Harlan Bennett	Ever Evolving
Mindy Bohannon	Excella, IIBA Washington DC Chapter
Dave Davis	Cincinnati Children's Hospital Medical Center
John Fraser III	Process Evolutionary Facilitator
Steve Palmer	An Ever Evolving Businessman
Jennifer Forrest	Esusu

- 1** EARN UP TO **18 PDUs and CDUs 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 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, ProjectSummit\*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  
ProjectSummit\*BusinessAnalystWorld  
aruddell@macgregorcom.com

# 2024 KEYNOTE



KEYNOTE

## Building Real Connections in a Remote-First Workplace

**BRIAN MOHR**

CEO, ANTHYM

MAY 6 | **8:30AM - 9:45AM**

Disconnected and lonely employees cost North American companies \$406bn annually. Only 2 in 10 employees have a best friend at work, despite spending a lifetime average of 81,396 hours there. Over 35 million people now work remotely, creating increased disconnection. Storytelling can solve this, using the Evoke > Catalog > Share model to help build meaningful relationships and impact employee experience. If you are a remote-first company, this is an interactive session you don't want to miss!



KEYNOTE

## Everything You Need to Know About Artificial Intelligence...But Didn't Know to Ask

**JAMES SPELLOS**

KEYNOTE SPEAKER

MAY 6 | **2:30pm - 3:30pm**

Since ChatGPT exploded in our lives in 2022, Artificial Intelligence (AI) is already having a significant impact on the tasks and requirements needed for today's education and professional work, including the tools required for business analysts. While many people are fearful that AI will replace the need for humans, the reality is much more nuanced than what many are preaching, even as the skill sets and tasks required are evolving.

# SPEAKERS



KEYNOTE

## Say WHAT?! Assertive Communication Skills to Step into Your Power

**GLYNIS DEVINE**

PRESIDENT AND CHIEF EMPOWERMENT OFFICER (CEO)  
SHE-SUITE LEADERS

MAY 7 | 8:30AM - 9:45AM

Do you find that what you say to some people is definitely NOT what they hear?! While others, could finish your sentences for you - like they 'get you'? Communication... it's the root of all relationships - and challenges! In a world where leaders are continuously being asked to do more, with less, effective respectful, assertive communication has never been MORE necessary for collaboration and high performance. As a Purpose expert, I start at the core.. Core Motive. It's the science behind why we do what we do. When we understand the motive behind someone's message, we can: Reduce conflict Engage advocacy Increase effectiveness Influence change Reduce bottlenecks - and stress! Shift mindsets Primary Learning Objectives The five 'dirty words' that take away your power Two effective acronyms in an alphabet soup mess Assertive body language that aligns with your power How to upwards delegate, assertively, effectively, and respectfully How to say 'no' - and when you should This is a highly interactive sessions for participants who have healthy motives and need to communication skills to effect positive change!



KEYNOTE

## "What If I Don't" : Challenge Your Mindset And Prioritize What You Value Most

**AJ HAWLEY**

PSM1, PRINCIPAL CONSULTANT, TRENDS PARENCEY

MAY 7 | 2:30pm - 3:30pm

How familiar does this scenario sound? Looking over your calendar for the day, you see a blue wall of meetings. "How does anyone ever get any work done!?" you wonder. "What if I Don't attend?" you think to yourself as you prepare for the onslaught anyway. We spend too much time doing tasks that are tedious, pointless, lack creativity and frankly don't spark joy. Not to mention the hours we spend in aimless meetings that seem to always result in additional meetings. This session is built to inspire each of us to challenge the standard, outdated business norms and find meaning, value and satisfaction in what we do.



# Schedule at-a-glance

Monday, May 6

<p>8:30 am - 9:45 am</p>	 <p><b>Brian Mohr</b> CEO, Anthym <b>Building Real Connections in a Remote-First Workplace</b></p>		
	<p><b>PROJECT MANAGEMENT</b></p>	<p><b>SHARED</b></p>	<p><b>BUSINESS ANALYSIS</b></p>
<p>10:00 am - 11:00 am</p>	<p>Power Skills Bootcamp <b>Tom Henricksen</b> Code is Easy</p>	<p>Changeific: Rethinking Change Management Approaches <b>Jason Kelly</b> ascio</p>	<p>Hammer it Home! Update Your BA Toolbox <b>Jennifer Bedell</b> Mariner Innovations</p>
<p>11:15 am - 12:15 pm</p>	<p>Unleashing Organizational Potential: Harnessing Flow Metrics and the Project to Product Approach <b>Brian Watson</b> Version One</p>	<p>When Projects Give You Lemons - Prevent Scurvy: Analyzing Project Problems to Ensure You Solve the Right Concerns <b>AJ Hawley</b> Trendsparency</p>	<p>The Essential Skill Sets Business Analysts Need Today and Tomorrow <b>Jamie Champagne</b> Champagne Collaborations</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>"911. What is the nature of your project emergency?" <b>Jim Furfari</b> PILLAR Institute for Lifelong Learning</p>	<p>Panel Discussion: Career Paths - What will our roles look like in the future?</p>	<p>Narrative Revolution: Elevating Product Ownership with AI-Powered User Stories and Acceptance Criteria <b>Gavin Blackmer</b> Cprime, Inc.</p>
<p>2:30 pm - 3:30 pm</p>	 <p><b>James Spellos</b> Mr., Meeting U. <b>Everything You Need to Know About Artificial Intelligence... But Didn't Know to Ask</b></p>		

## Schedule at-a-glance

Tuesday, May 7

<p>8:30 am - 9:45 am</p>	 <p><b>Glynis E. Devine</b>                  President and Chief Empowerment Officer (CEO),                  She-Suite Leaders  <b>Say WHAT?! Assertive Communication Skills to Step into Your Power</b></p>		
	<p><b>PROJECT MANAGEMENT</b></p>	<p><b>SHARED</b></p>	<p><b>BUSINESS ANALYSIS</b></p>
<p>10:00 am - 11:00 am</p>	<p>Project Prioritization: Importance, Myths, and Methods  <b>Jim Furfari</b>                  PILLAR Institute for Lifelong Learning</p>	<p>A Bias for All Occasions! Steer Human Nature and Drive Your Own Decisions and Conversations Purposefully  <b>Mindy Bohannon</b>                  Excella</p>	<p>Technical Requirements, Digital Transformation &amp; The Future of Business Analysis  <b>Jennifer Battan</b>                  The Uncommon League</p>
<p>11:15 am - 12:15 pm</p>	<p>Humans are Hard, Code is Easy  <b>Tom Henricksen</b>                  Code is Easy</p>	<p>What ChatGPT Can Do For Your Project  <b>Jamie Champagne</b>                  Champagne Collaborations</p>	<p>It's a User Story. It's a Requirement. No! It's Super BA! Be a Superhero When Managing Your Requirements  <b>Jennifer Bedell</b>                  Mariner Innovations</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Creating Client Satisfaction Surveys for Projects  <b>Neal Whitten</b>                  The Neal Whitten Group</p>	<p>Stand Out with your Brand Out: 5 ways you can leverage the learning from this conference so you can obtain more opportunities and visibility at work  <b>Leslie Hughes</b>                  PUNCH!media</p>	<p>A BA Perspective on Physical, Cyber, and Compliance Security Considerations for Infrastructure Projects  <b>Dave Davis</b>                  Cincinnati Children's Hospital Medical Center</p>
<p>2:30 pm - 3:30 pm</p>	 <p><b>AJ Hawley</b>                  PSM1, Principal Consultant, Trendsparency  <b>"What If I Don't" : Challenge Your Mindset And Prioritize What You Value Most</b></p>		

## Workshop Descriptions

Wednesday, May 8 | 9:00am - 3:00pm

### "NO, MAV, THIS IS NOT A GOOD IDEA!" – HOW TO ENSURE BETTER PROJECT DECISIONS WHEN YOU FEEL THE NEED FOR SPEED

**Jim Furfari**

PMP, Instructor, PILLAR Institute for Lifelong Learning

Just as Goose was called out for the bad idea of buzzing the tower, the PM is impacted by all project decisions, regardless of who makes them. The PM understands both business needs and project realities to choose the best flight path to success, but the final decision authority often lies elsewhere. Waiting for the sponsor to act when you feel the need for project speed can limit your options. Discover some practical and creative means by which the PM can become a decision-making Top Gun.

#### Learning Objectives

- Understand how group dynamics and organizational governance models can be detrimental to the decision-making process, and learn how to overcome these difficulties.
- Learn how to adapt existing project management tools to expediate decisions and provide the PM leverage in decision-making process.
- Identify the role of leadership styles and personality profiles in influencing the decision-making process, and learn how to use that knowledge to effectively influence project decisions.

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

**Jennifer Battan**

CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, 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





## Workshop Descriptions

Wednesday, May 8 | 9:00am - 3:00pm

### LEARN TO MANAGE YOUR REQUIREMENTS BEFORE YOUR STAKEHOLDERS MANAGE YOU

#### **Jennifer Bedell**

CBAP, SAFe POPM, FLMI, ACS, Community Manager, BA/QA, 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! Jenn Bedell 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). She 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!

#### **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

### THE WONDERFUL WORLD OF POWER SKILLS: ACHIEVING EXCEPTIONAL PERFORMANCE

#### **Neal Whitten**

President, The Neal Whitten Group

Implementing some of these Power Skills may initially cause your palms to sweat and your heart to race. This workshop is for leaders, those who aspire to be leaders, and all employees who desire to take their performance to a higher level. This workshop identifies the most important Power Skills to master on projects and in the workplace to promote accountability and to learn how to think and act to achieve the success you most desire. Your personal limitations at work and across your life are directly impacted by your willingness and tenacity to deliberately embrace and execute on these Power Skills. The Power Skills discussed include manage daily to your top three priorities, break the rules occasionally, never avoid necessary confrontation, think for yourself, routinely

practice boldness and courage, make decisions as if you own the business, be a good actor, and so much more. Neal welcomes you to come along for a potentially transformative and game-changing ride in your personal pursuit of the adventure called life. Don't be surprised if the workshop has the effect of changing your life trajectory. This stuff really works!

#### **Learning Objectives**

- Identify Power Skills that can take your performance to a higher level
- Exercise: Questionnaire for self-assessing your mastery of the foundational Power Skills
- Determine your top 3 Power Skills of most importance for your focus

## 2024 CONFERENCES

