

Fifth Annual
Business Analyst Professional Development Day

Wednesday, April 16, 2014



Business Analysis In Perspective

Key Skills, Techniques & Competencies

































Join business analysts from around the region at this professional development event. You'll learn from nationally recognized speakers and business analysis practitioners as we explore the range of skills business analysts need to hone to be effective in any project environment. IIBA MSP is proud to offer hands-on sessions from engaging industry experts who will show you how to plan the next step in your Business Analysis career, improve your 'hard' and 'soft' skills and master analysis techniques.


Earn 6 CDU recertification credits when attending.


For full session descriptions and speaker biographies download our mobile app powered by Guidebook.


See page 3 for more information


Event Schedule


Time	Track 1 Garden City Ballroom	Track 2 Tack Room	Track 3 Captain's	Track 4 Harvest Room B/C	Track 5 Harvest Room A
7:00 – 8:15 a.m.	Registration & Networking				
8:15 – 9:30 a.m.	Opening Remarks & Keynote Presentation – Carriage Hall The Badass Business Analyst: Little Slices of Big Truths Bob Prentiss, CBAP 				
9:30 – 9:45 a.m.	Room Change & Networking Break				
9:45 – 10:45 a.m.	The Collaborative BA Angela Wick, CBAP, PMP & Bob Prentiss, CBAP  	It's an Agile World: Requirements at the Speed of Thought Betsy Stockdale 	How do I Know What questions to Ask? Roxanne Miller, CBAP 	BA Best Practice: Requirements Management Planning Teresa Tweeton, PMP, CSM 	Emotional Intelligence: It's Not Optional for Business Analysts Tom Esch 
10:45 – 11:00 a.m.	Room Change & Networking Break				
11:00 – 12:00 p.m.	User Story Mapping in Practice Steve Rogalsky  	Intro to BABOK® version 3 Kevin Brennan, CBAP, PMP 	Inject Voice of the Customer to help you Build Better Requirements Barb Spurway  	The Vulnerable BA Christian Antoine, CSM 	On Lock-Down: Requirements Change Management Hans Eckman 
12:00 – 1:00 p.m.	Lunch & Networking – Carriage Hall				
1:00 – 2:00 p.m.	If Only We Could Manage Our Requirements the Way Amazon Manages Our Orders Paul Mulvey, CBAP  	What do you Mean Test First? B.A.s Adding Value through Behavioral Driven Development Angela Johnson  	Achieving Business Value: Whose Responsibility Is it? Vicki James, CBAP, PMP 	Use Case Modeling for the BA Jason Wilson 	Time Management – it's about YOU Jesse Freese 
2:00 – 2:15 p.m.	Room Change & Networking Break				
2:15 – 3:15 p.m.	Virtual Collaboration - Maximizing Collaboration on Conference Calls Angela Wick, CBAP, PMP  	The Evolving Role of the BA: Delivering Business Value in the Real World Renee Saint-Louis, CBAP 	Impact Mapping: Delivering What Matters Inger Dickson  	The Improve Hour-Writing Stories While Play-Acting Paul Ellarby  	Solution Assessment and Validation: Is it Really the Last Knowledge Area? Barbara Carkenord, CBAP 
3:15 – 3:30 p.m.	Room Change & Networking Break				
3:30 – 4:30 p.m.	Keynote Presentation – Carriage Hall The Past, Present and Future of Business Analysis Kevin Brennan, CBAP, PMP Executive Vice President, IIBA 				

 Interactive / Hands-on Activity

 Everyone

 Beginner/Foundational

 Intermediate

 Advanced

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** A CDU tracking form will be available at the IIBA Chapter information table at the event. You can claim 1 CDU per session attended.

Keynote Presentations

The Badass Business Analyst: Little Slices of Big Truths

Presented by Bob Prentiss

All too often, we hear of nice guys finishing last, and of the Badasses that trampled them on their way to the top. Who gets remembered? The Badass of course! So does that mean that only the unscrupulous and aggressive can get to the top? No quite the opposite. The future leaders in business analysis will be those who are willing to embrace their inner Badass Business Analyst selves, and they come from all walks of life and approaches to business analysis. So how do you get there?

What does it mean to be a Badass Business Analyst? Is it an attitude? Just doing well at your job? Doing lots of unusual diagrams? There is more than one answer to these questions, and some of the answers may actually surprise you. Do you have what it takes to be a Badass? Do you think you are a Badass? Want to know for sure? Come join Bob the BA for an entertaining and deeper look into what makes a Badass BA, how you can get to your Badass self, and maximize both your career and life potential. By the end of this session... you will be well into your Badass journey, and you will believe in your Badass self!



Bob Prentiss, CBAP – *Bob the BA*

Bob the BA provides nerd, geek, never boring, boutique business analysis training, consulting and mentoring services. Bob is CBAP® certified with 20+ years of experience in corporate America; with a background in managing BA centers of excellence, assessing and managing BA maturity, quality, and competency. Bob is the developer of the PMI® 2011 Product of the Year - Project R.E.A.L. (Real Experience; Applied Learning). Bob has presented numerous keynote, workshops, seminars, conferences, and training sessions across North America. Bob is a founding member and past President of the IIBA® MSP Chapter.

The Past, Present and Future of Business Analysis

Presented by Kevin Brennan, CBAP, PMP

Business analysis is growing beyond its roots in software requirements engineering and process performance measurement to become a true profession focused on organizational change. To be successful, business analysts will find themselves focusing less on technology and detailed specifications and more on business value, strategy, and delivering results. The demand for business analysts with these skills is only going to increase in the years to come. Business analysts must learn to look beyond project scope to understand why the business needs to change, and to help the business realize the benefits of change. If companies are going to survive and thrive in an increasingly competitive and globalized world, they will need business analysts to move beyond facilitation and requirements management and embrace architecture and design. The future for the business analysis profession is very, very bright - as long as we are willing to grasp it.



Kevin Brennan, CBAP, PMP - *IIBA*

Kevin Brennan, CBAP, PMP, is the Chief Business Analyst and Executive Vice President for IIBA®. He led the development of Version 2.0 of The Business Analysis Body of Knowledge® (BABOK® Guide) and was also one of the authors of the CBAP exam. He is a frequent speaker on business analysis, project management, and software quality assurance topics at conferences. Kevin has over a decade of experience as a business analyst and project manager across several industry sectors, including regulated professions, utilities, automobile manufacturing, courier services, and mortgage banking. During this time he has performed just about every task a business analyst could be expected to do, from developing corporate and product strategies to being paged by end-users looking for technical support. Kevin has taught project management and requirements analysis at Humber College, and has a B.A. degree in History and Political Science from the University of Toronto. He is also a graduate of Second City's improv comedy program.

Get ready today - PDD has gone mobile!

More information right at your fingertips and less paper to haul around. The IIBA MSP Chapter's PDD event guide is powered by guidebook and available on Apple and Android devices. We will have a printed schedule, but the only place to see full event descriptions will be on our guidebook app. (Windows and Blackberry – info coming soon!)

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