**Friday, June 16, 2017**
**#ABADD17**

ABADD

**@IIBAacd**

**IIBA Albany Capital District Chapter**

**Website: http://albany.iiba.org**

# WELCOME

# Welcome to the Albany Business Analysis Development Day (ABADD)

Welcome to the second annual **Albany Capital District IIBA Chapter Professional Development Day**!

Our theme for ABADD17 is ***Business Analysis: Moving to the Next Level.*** As the role of business analysis continues to expand, we need to keep building our skills to keep pace.

Today, we will explore moving to the next level through the Project Skills and Enterprise Skills tracks. You can attend up to four sessions and move between the two tracks to whichever workshops you are interested in. All workshops offer experience-based practical advice, skills, and tools to help Business Analysts keep pace with the evolving work requirements and moving to the next level.

I would like to take this opportunity to thank our volunteers who have been working diligently to help us prepare for ABADD17 and will be available to direct you throughout the day.

The board would also like to thank our sponsors whose contributions and involvement have helped us get ABADD for the second year.

To everyone attending, we hope you learn, network and enjoy yourselves today. Thank you for your continued support of the business analysis community.

**Todd Britton,** the new President of the ***Albany Capital District chapter of the IIBA***

*The WiFi is complimentary, courtesy of The Radisson Hotel.*

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## Morning Keynote

### Ian Agranat
*President and CEO Wildlife Acoustics, Inc.*

### Accepting Failure to Succeed

Every journey is accomplished through a series of steps. And missteps. It is critical to realize that it may be the missteps that help us to reach the destination more quickly - if we apply what was learned to the following steps. So, don't let past missteps delay you, or the fear of another misstep stop you. While looking at options and evaluating which ones are good is important, it is more important to take the next step. If you always "look before you leap", you might miss the "adventure along the way" or the "road less traveled."

*Ian Agranat was an engineer for Prime Computer where he applied his energetic, creative spirit in leading-edge technical designs. When the minicomputer industry crashed, he started his first company, Agranat Systems. For nine years, he enjoyed an amazing ride building a team of superheroes, developing best-in-class technology, and ultimately selling the business to Virata in 2000.*

*As the vice president of a public company on NASDAQ, Ian quickly realized he preferred to be the entrepreneur driving a small nimble, business. He left Virata in 2002 and started Wildlife Acoustics in 2003. At Wildlife Acoustics, Ian says his job is a perfect cross section of two passions – high technology and nature.*

## Afternoon Keynote

### Kitty Haas
*Author, Consultant*

### The Future is Now: The Rise of the 21st Century Business Analyst, Strategic, Value-Based Business Relationship Managers

This presentation explores the various areas of focus for BAs: strategist, architect, business process designer, business rules/decision analyst, business intelligence analyst, value manager, agilest, transformational change expert, customer experience designer and relationship manager to name a few. We will also explore the various domains the BA finds themselves in, including: technology-driven change – IT and innovation, business/technology optimization – It's all about value; and industry-specific change expert, such as financial services, insurance, education, health care, and government/non profits.

*Kitty Haas is the leading expert in strategic business analysis and complex project management. She has written nine books, dozens of influential articles and given lectures at corporations throughout the world. She is a professor of strategic PM and BA practices at Villanova University and a keynote speaker at conferences around the world. Kitty was a director on the IIBA Board, and is on the BA advisory boards for Capella University and the University of California, Irvine. Her ground-breaking work in project complexity has earned her recognition as a recipient of the PMI's David I. Cleland Literature Award.*

**8:30   Opening Remarks by Albany IIBA Chapter President** *(Stonehenge B/C)*

**8:40   Accepting Failure to Succeed – Ian Agranat** *(Stonehenge B/C)*

**9:15   Break** *(Upper and Lower Mezzanines)*

**9:25   Project-based Track** *(Stonehenge A/D)*

### Business Analysis and Product Ownership: One Goal, Two Views

Business analysts often struggle to find where they "fit" in organizations which are adopting Agile practices. Opinions abound among recognized experts, ranging from "sometimes there's a business analyst on an Agile team," all the way through "business analysts should consider moving up to take on a product owner role."

*Sue Bruk has more than 25 years of experience helping organizations adopt and adapt requirements, analysis, architecture, estimating, outcome measurement, testing and project management practices. She is also a Certified Scrum Master, supporting Agile and Lean transformations. She has been a reviewer of Experience Reports Proposals for the annual Agile Alliance conference since 2013, as well as a "shepherd" for selected proposals. Her presentations have been featured for more than 20 years at user groups, including the Data Management Association (DAMA), the International Institute of Business Analysis (IIBA) and the Project Management Institute (PMI).*

**Project-based Track** *(Stonehenge A/D)*

### Optimize Government Policies | Adapt Quickly | Empower Citizens

Organizations, particularly government agencies, have complex sets of legislation, regulations and policies they need to implement correctly and consistently. They need to be able to respond efficiently to changing rules, while also helping their constituents understand how the rules apply to their situation. In addition, modern customer service requires that programs and information be made available through a variety of channels, such as on the web, in contact centers and on mobile devices. How can technology help organizations achieve these goals?

*Jasmine Lee has been working in the realm of business rules for 15 years around the world, including in the United States, the United Kingdom and Australia. Jasmine's particular area of focus has been public sector and helping governments transform complex legislation, regulations and policy into IT systems. In more recent years, this has also included helping agencies understand how they can make their rules more approachable to constituents through improved online customer experience.*

**10:40 Break** *(Upper and Lower Mezzanines)*

**10:50 Project-based Track** *(Stonehenge A/D)*

### Kickstart Software Development with User Interface (UI) Prototypes

Prototyping is an excellent way to gather requirements, improve communications and focus project scope.  Learn how to rapidly transition a concept into visual designs, and ultimately into a functional usable prototype. This session will introduce BAs to the processes used and technologies available to incorporate prototyping into the software development life cycle. Exciting tools, such as InVision and AngularJS, will be introduced.  BAs will learn the advantages and disadvantages of prototyping, how to ensure a successful process and when not to prototype.

*Matthew Carmichael is a Certified Scrum Master (CSM) and the founder of SaQus IT Solutions, an Agile software development company. He has authored more than 300 custom applications, specializing in organizations that have unique processes which cannot be fulfilled by off-the-shelf software. He has provided Agile training to project teams and managers and specializes in presenting Agile software development to those without technology backgrounds.*

**Enterprise-Level Topics Track** *(Stonehenge B/C)*

### Decision Modeling Primer - Helping Others to Make Better Decisions

Decision modeling is a topic that is worthy of its own technique. However, it is frequently just embedded in other models, with less than successful results.

Are your process models large, complex or unwieldy? Separating decision models from process models will improve both. Are your business rules difficult to understand?.  Decision models are a technique that can overcome part of that challenge.

*Norman Daoust  founded his consulting company, Daoust Associates, www.DaoustAssociates.com, in 2001. He has trained more tha 500 business analysts for the Corporate Education Group, an IIBA Endorsed Educational Provider. His consulting specializes in data modeling, data architecture, and healthcare electronic data exchange using the HL7 standard. His clients have included the Centers for Disease Control and Prevention (CDC), the Veteran's Health Administration (VA), the Canadian Institute for Health Information, several healthcare provider networks, the Kingdom of Saudi Arabia Ministry of Commerce and Industry, and a Fortune 500 software company. His book, UML Requirements Modeling for Business Analysts, is written for business analysts.*

**12:05 Lunch, Spotlight, Networking**  *(Stonehenge B/C)*

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**12:50 The Future is Now:** The Rise of the 21st Century Business Analyst **– Kitty Haas** *(Stonehenge B/C)*

**1:50   Break** *(Upper and Lower Mezzanines)*

**2:00   Project-based Track** *(Stonehenge A/D)*

**Four Core Models for Scoping Requirements**
A picture is worth a thousand words. That is, a visual speaks to us in ways that written text cannot. In the early years of schooling, children participate in a lesson called "show and tell" as an effective way to express themselves, (and keep the attention of their classmates). The majority of adults learn most effectively when visuals, (pictures, diagrams, tables, prototypes, and models), are used. This session provides an overview of commonly used requirements-scoping models, as well as why and how each model is helpful on a project. When used collectively, these four core models help a team feel conf dent that requirements haven't been missed. Industry expert Roxanne Miller shares the four core models that she uses on every project! Come and discover the power of four.

*Roxanne Miller has been consulting on requirements  management practices for more than20 years. She is an international contributor, speaker, author, coach and mentor in the business analyst community. Her book,* The Quest for Software Requirements *, is an in-depth reference guide with more than 2,000 elicitation questions and a tested framework for mastering nonfunctional requirements and stakeholder profiling. Roxanne is an MIS graduate from the University of Wisconsin-Eau Claire.*

**Enterprise-Level Topics Track** *(Stonehenge B/C)*

**BRM - How Business Relationship Management Creates Growth**
This session will explain the basics of the BRM role. From exploring client needs to generating demand to harvesting opportunities, the BRM role is required to build and expand projects. Join to learn how to help clients and partners connect the dots and develop a justification for future work.

*Doug Lapham is a national sales director at First Data. He is an experienced leader of performance management, process improvement and organizational change initiatives, all of which require influence skills. He brings more than 20 years of commercial and public sector consulting experience and a passion for improving organizations and their processes. Douglas has advised leadership teams and individual contributors on three continents and in over 30 organizations in areas of quality, operational improvement and large-scale technology systems deployment. His background includes strategic planning, ERP implementations and developing strong executive teams. He is an experienced facilitator and business analyst skilled at capturing requirements and developing roadmaps. ERP implementations and developing strong executive teams. He is an experienced facilitator and business analyst skilled at capturing requirements and developing roadmaps.*

**3:15   Break** *(Upper and Lower Mezzanines)*

**3:25   Enterprise-Level Topics Track** *(Stonehenge B/C)*

**Introduction to Business Value Analysis**
A number of Agile teams are learning the hard way that their real value isn't in following the science of Agile practices.  It is about picking the right things to build for the right reasons. Business value analysis looks at the way teams make decisions on what to build next. This session will provide SDLC professionals with a first step in understanding the esoteric concept of value, and will provide tangible ways to assess value and critical thinking skills that are used to support the decision process. Understanding this critical topic is the key to long-term Agile success, especially at the program and portfolio level.

*David Mantica is VP of Sales and Marketing at Fastlane. His career as a business leader in the training industry spans 22 years. As a specialist in business-to-business continuing education, David brings deep experience to roles in executive, product management, marketing and operations capacities. He has led or conducted product management efforts around more than 300 training courses, delivered both as expert-led classroom programs and live online training delivered remotely.*

**Enterprise-Level Topics Track** *(Stonehenge B/C)*

**Engagement: Help Me to Help You**
Are your projects plagued by problems such as unresponsive business stakeholders, unclear expectations, pointing fingers and missed deadlines? Do protect critical business decisions seem to take forever? These common issues can cause high stress, frustration, repeated mistakes, wasted time and rework. Do your stakeholders then wonder why "IT didn't get it right?" Business stakeholders sometimes see IT work as the "black box," or the unknown. Coupled with their own work demands, there can be a tendency to hang back and think "IT will make it happen."

Gain tips on how to educate them about working with IT teams in partnership to create a more positive overall project experience.

*Marie Bankuti PMP, PCC, CPCC, is a professionally certified Leadership & Team Development Coach, Trainer, PMP and founder of Tether Free Vision, Inc. Her career is built on commitment to excellence, integrity and continuous learning; and her passion is assisting leaders and teams in bringing their very best to their work, while creating engaged and productive working relationships. With 28+ years in information technology as developer, business analyst, project manager and manager, and nine years coaching, Marie has worked in state government, financial, banking, manufacturing, consulting and non-profit industries.*

**4:45            Raffle Prize Drawings & Closing Remarks**  *(Stonehenge B/C)*

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✧ NYS Optometric Association - Membership Application
✧ SI Group - Reporting Application
✧ KCS Land Research – Order System

## ABOUT US

Tech Valley Talent (TVT) is an Information Technology (IT) Professional Services firm based in the heart of Tech Valley in NY. Founded on the values of high integrity, trust, honesty and commitment, our team provides exceptional value to our clients by supplying and delivering the best IT project-based and hourly talent. We use best-of-breed processes and practices coupled with a custom and data-centric approach to our clients and marketplace resulting in talent optimization. Our partnerships with key technology firms enables us to provide even greater value to our clients.

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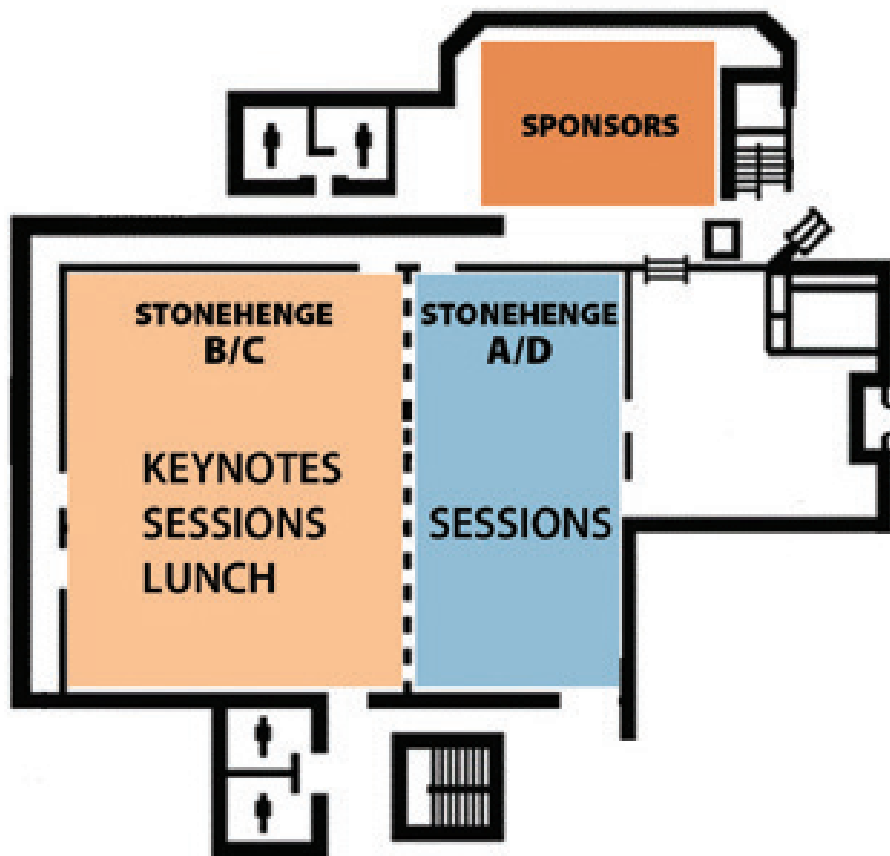
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