ABADD

Friday May 31, 2019

#ABADD2019

WELCOME

@IIBAacd

IIBA Albany Capital District Chapter

http://albany.iiba.org

Welcome to our fourth annual Business Analysis Development Day, ABADD 2019

The Albany IIBA Chapter is excited to host our fourth annual professional development day. This will be a fantastic opportunity for you to expand your skill set, learn about the latest industry trends, and network with your colleagues. You will also be eligible to claim up to 6 IIBA CDUs and 6 PMI PDUs for attending. We are happy to be able to bring this value-packed event to the Albany Capital District.

This year's theme: Becoming a More Valuable Resource

All organizations, public and private, realize that projects and programs need to deliver changes that improve their operational capabilities. These changes enable customers/constituents to receive products and services faster and smoother, while requiring less time and effort from the organization's staff. Therefore, the quicker these improvements can be made, the quicker the benefits will be realized – and the happier everyone will be.

We are thrilled you could join us for another year of professional development. Thank you for your continued support!

Sincerely,

The IIBA Albany Chapter

Morning Keynote: Likeonomics and Its Impact on Your Career

Keynote Speaker
David Mantica

Likeonomics is real. But what the heck does that mean. Let's start with this, would you rather work with a competent jerk or a loveable fool? At some point the competent jerk will end up being too much to deal with and will negatively impact productivity and morale. The loveable fool, well in the end, you will continue to help augment their weak points and utilizes them as best you can. Ultimately this revolves around customer experience, either one to one or one to many.

The core of Likeonomics is in the elements of likeability and the believability dilemma. A SDLC professional must understand the concept of likeonomincs in order to properly plan a strategy that connects with a customer makes them feel part a community.

David is an economist from his education, a Product Manager from over 20 years of experience and a business owner and executive from over 15 years of experience. Overall David has 23 years of business-to-business services, consulting, coaching and training industry experience in roles from operations, service delivery, marketing, product management and executive management. Just recently he successfully sold his business-to-business training firm having taken it from $1.2m in 2005 to $13m by 2013. He has delivered over 400 presentations (face-to-face or web seminars) to over 15,000 professional and he has been the product manager or executive sponsor in the design, development and go to market strategy on over 350 training courses. He has an impressive portfolio of goal-driven successes identifying market opportunities in the training sector and responding with training product development initiatives. Services developed by his firms have addressed skills gaps in a range of industries, including: the software development life cycle, many IT topics, professional skills, telecommunications, finance, healthcare IT and marketing." Currently David is the COO/ CRO for Revibe Technologies, the manufacture of the world's first focus tracker wearable device.

Afternoon Keynote: Standing on the Shoulders of Giants Through Collaboration

Keynote Speaker
Billie Johnson
CBAP®, CBA®,PMI-PBA, CSM

Ninety percent of organizations claim to be tackling issues so wickedly complex that they need teams to solve them. It is difficult to find anyone that would declare that collaboration lacks value to an organization as that response would be deemed unpopular in most organizations today, however what does it mean to "do collaboration"? Everyone in your organization likely has different ideas about "being collaborative. This means differing expectations and misunderstandings, resulting in less than optimal experiences. AND what if collaboration has not been a priority in organizations? You can be a more valuable resource in your organization by improving collaboration.

Billie Johnson is an expert business analysis professional who has been involved in establishing business analysis direction, processes and modeling for almost 30 years – spanning financial, manufacturing, consulting, education, government, retail, and mining industries. You can find her recent text and accompany workbook – Mastering Business Analysis Standard Practices on Amazon. Billie was a review lead for the BABOK Guide® version 3.0 and speaks at IIBA® and PMI® events. For the last ten years, she has been teaching and consulting with large organizations and Fortune companies. As a business analysis instructor, course developer, author, coach, and mentor she enjoys furthering the field of business analysis by touching those in the field with tools to face their unique problems and opportunities for organizations today. Billie is a premier sponsor to the Albany IIBA chapter through The Business Analysis Journey. Check out the offerings at BAJourney.com.

7:45   Check-In & Breakfast *(Grand Ballroom Foyer)*

8:30   Welcome/Opening Remarks *(Grand Ballroom)*

8:45   Morning Keynote: Likeonomics and Its Impact on your Career - David Mantica *(Grand Ballroom)*

9:45   Break/Passport Stamp Collection

10:00 Taking A New Approach Session 1 *(Salon B)*

Transforming Perception Using Design Thinking

Design Thinking is a human-centered approach to innovative problem solving that integrates the needs of people and the possibilities of technology. It can help change your perception within your organization on how you address problems while working in a deep anthropological state with your customers. Design Thinking can move you away from checklist and analytical styles of thinking and immerse and engage with your customers to gain a deep understanding of their needs. In this presentation, Tim will give a real-world example of how changing your perception can truly change the world. By looking at low cost options for long term solutions, Design Thinking unleashes the creative mindset to converge on the right solution. Tim will review the tenets of Design Thinking, the "By Design" program at TE, and some lessons learned in order for the audience to take away for their own organizations. The goal is to provide an overview of Design Thinking and to demonstrate that it's really about good business analysis skills.

Tim Kramer is a goal-focused problem solver with business analysis and project management expertise with a strong background in implementing enhanced process improvement projects and providing technology solutions in large and small organizations. His focus is on understanding business strategy and aligning the tactical and operational levels for trace-ability. Tim is passionate about the discipline of business analysis and using Lean tools and Design Thinking to provide value to the organization. He is experienced in Requirements Elicitation and Management, Traceability, Test Strategies, Test Plan Creation and Execution, and using various methods in achieving all of the mentioned skills. Tim started a Business Analysis Community of Practice and mentors colleagues on the tenets of Design Thinking and how to practice this in everyday life.

Building Your Toolbox Session 1 *(Salon C)*

Using Prioritization to Build and Craft Value

One of the key reasons prioritizing requirements is difficult is not taking the time to identify a prioritization process. Prioritizing is defined by either ranking the relative value of a requirement or the order the requirement needs to be implemented. While the purpose of prioritizing requirements is to identify which requirements have more relative importance to the stakeholders than other requirements, how do you handle the situation when stakeholders believe every requirement is a must have? With skills and practice, you can become a valuable resource in your workplace by facilitating and negotiating prioritization decisions with stakeholders.

Kelley Bruns is a veteran corporate trainer, mentor, training manager, course developer, and author with more than 25 years of experience helping enterprise project teams solve problems. She is a leading expert in business analysis, and various approaches to project management and product development. She holds a Master's degree in Adult Education with a concentration in Training and Development from Drake University. Kelley is an IIBA Certified Business Analysis Professional (CBAP®) and was actively involved in the IIBA Enhanced Certification Redesign and the Endorsed Education Provider Advisory Group. She is a Project Management Institute certified PMP®, PMI-PBA®, and PMI-ACP®. Kelley is also a Scrum Alliance accredited CSM, and International Consortium for Agile accredited ICP, ICP-BVA and ICP-APM. She has dedicated her career to helping people transfer knowledge, develop skills, and abilities in both professional and personal settings to provide a strong return on investment. She is uniquely talented at helping others learn best practices without having to learn the hard way.

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11:00   Break/Passport Stamp Collection

11:15   Taking A New Approach Session 2 *(Salon B)*   **Trends Session 1** *(Salon C)*

Relationship Management for Better Collaboration & Communication Skills

Technology professionals focus on building skills NOT their relationships. This hinders their career growth and success. In Relationship Management for Technical Professionals we learn: How to build strong relationships Understand relationship management Know how your personality affects your relationships Communicate effectively and proactively Become more resilient to change Create trust in your relationships Pick up a copy and see your career take off!

Tom Henricksen is a technology professional, career coach, and speaker. He has worked in various roles in technology for over fifteen years. Tom has excelled at developing numerous great careers as a career coach for five years. He can assist you in creating the technology career you want!

UX, UI & Human Centered Design; What's the Big Deal?

Modernization, digitization, process automation and reengineering projects all involve inputs and outputs. Too often the project teams focus on the inputs and outputs without considering the people who will use them. This results in confusion, stress, lost productivity and rework as people struggle to get their work done in a system that does not meet their needs. Human centered design (HCD) incorporates the human perspective in all steps of the problem-solving process, often resulting in a solution that both satisfies the business needs and the people who use it. This session will explore and explain the basics of HCD with a focus on tools and techniques you can bring back to your daily work. We will look back at the origins of HCD, understand the current tools and industry leaders, and look forward at some of the industries and careers that are being transformed by this growing movement. Understanding HCD will impact how you look at people, problems and projects.

For nearly thirty years, Douglas Lapham has been helping organizations improve strategy, operations and performance. An accomplished facilitator, Mr. Lapham has run large meetingsfor the Centers for Disease Control and Prevention and the New York Department of Transportation among others. He is student of effective meetings, presentations and storytelling. Mr. Lapham has worked with leadership teams on 3 continents and more than forty different clients across many industries including Pharmaceuticals, Chemical Manufacturing, Publishing,Financial Services and Government. He supports organizational transformation and innovation with an emphasis on visual thinking, efficiency and clear performance measures. He holds a Masters in Organization and Management and currently resides in Latham, NY with his wife and teenage twins.

12:15   Lunch

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2:00   Break/Passport Stamp Collection

2:15   Being Agile Session 1   *(Salon B)*

Building Your Toolbox Session 2   *(Salon C)*

To Increase Business Agility, Look to Your Fuzzy Front End

One of the most important outcomes of a successful agile practice is higher speed. But to an agilist, speed doesn't come from just moving faster. It's a result of building teams and processes that better map to the reality of how time cycles impact the organization. One of the most immediate suspect areas is in business planning upstream of the development effort. This is where decision makers are constantly assessing risk and benefits, evaluating which needs to push to development, and deciding how and when to commit. This is the fuzzy front end. One problem with the fuzzy front end is that it rarely operates with the type of disciplined, decisive cadence that we embrace in agile development. It represents a huge portfolio of potential value that is as far away from delivery as any work can be. Yet it is the very decisions made during this phase of work that frame the work to come. If value decisions and cadence aren't in alignment with our agile capability, the benefits of agile are compromised right from the start. Fortunately, it is exactly because the fuzzy front end represents the earliest opportunity for an organization's work to become more agile that it offers such a powerful opportunity for improvement.

ASPE's **Chris Knotts***, PMP is a curriculum director and PLM at ASPE, responsible for designing and evangelizing ASPE's technology innovation curriculum. He has overseen the delivery of enterprise learning solutions on many technology topics, including DevOps, software engineering, agile practices, information security, and big data analysis and engineering. He has also served as ASPE's Director of Enterprise Communication, and is a certified PMP with fifteen years of real-world project experience in corporate learning, communication, and creative strategy. His clients include many business training companies and government agencies, including Cisco Systems, Johnson & Johnson, Harvard University, Coca-Cola, Department of Homeland Security, Hilton Hotels and many others.*

Data Requirements Made Easy

This presentation will provide an easy technique for categorizing data elements that simplifies your process of identifying, naming, and defining all your data. By categorizing data elements at a high level, you will save your time, assist your stakeholders in clarifying the data portions of their requirements, minimize stakeholder questions, improve the quality of your data requirements, improve both the quality and consistency of your data element names and definitions, assist in standardizing your user interface designs, make your developers happy, and ultimately improve the quality of your organization's data. Attendees will be provided access to a template for documenting your data requirements based on this presentation. Based on my surveys of more than 500 business analysts from around the country, only about 20% are data focused. This presentation will assist both the 80% that are not data focused, as well as improve the productivity of the 20% that are data focused.

Norman Daoust has trained more than five hundred business analysts around the country for the Corporate Education Group, an IIBA endorsed educational provider. He founded his consulting company, Daoust Associates, www.DaoustAssociates.com, in 2001. 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, and a Fortune 500 software company. Norman speaks frequently at national and regional conferences including Project Summit - Business Analyst World, and has presented at more than a dozen IIBA chapter meetings around the country. His book, UML Requirements Modeling for Business Analysts, is written for business analysts. Norman is an engaging speaker who enjoys making complex topics easy.

3:15   Break/Passport Stamp Collection

3:30   Being Agile Session 2   *(Salon B)*

Trends Session 2   *(Salon C)*

The Agile B.A.

As our projects become more Agile, the BA's job role changes in significant ways. The traditional Requirements Spec is on its way out, being replaced by User Stories that go thru a less-well-defined lifecycle. The Agile methods don't mention the BA, but the BA's skill set can be very important to Agile success. We'll look at the variety of ways that BA's integrate into, and provide real value to their Agile project teams.

Alan Koch has over 40 years of experience in Information Technology, mainly focused on Software Development and Software Quality Assurance. The first 20 years of that experience was as a member of software development teams where he performed the duties of developer, tester, Business Analyst, or Project Manager in a variety of organizations including the Software Engineering Institute (SEI), a Federally-Funded Research and Development Center located at Carnegie Mellon University in Pittsburgh PA. In the more recent 20 years, Mr. Koch has consulted with dozens of organizations, assessing their software development processes, and guiding them in resolving issues and in adopting newer techniques (e.g. Agile methods and DevOps). Mr. Koch's consulting work has included presentation of many hundreds of training classes in all software development-related topics including Business Analysis, and dozens of conference presentations, including keynoting. He has consistently received high ratings on his training and presentations, with comments that often reference his depth of knowledge, his ability to communicate technical information in an understandable way, and his enthusiasm for the topics presented.

Business Architecture: The Gateway to Transforming Into an Agile Enterprise

Architecture + Agile: Can they really co-exist? While seemingly contradictory opposites, this talk will discuss how business architecture is in fact the gateway to enterprise agility. As organizations increase the pace of delivery, business architecture plays a critical role from strategy through execution to ensure that we are doing the right things most effectively. We will provide an overview of business architecture and then using a case study as a backdrop, we will walk through how business architecture is used to guide agile execution approaches each step of the way. We will also discuss practical steps an organization can take to introduce business architecture into an organization and the agile process, as well as some of the key conditions for success.

Whynde Kuehn is a Co-founder, Board Member and Editorial Board Chair of the Business Architecture Guild. She is also the Founder and Managing Director of S2E Transformation Inc., Partner of Business Architecture Associates, a Senior Consultant with Cutter Consortium, and was selected as an Institute Fellow at the Institute for Digital Transformation. Ms. Kuehn is a long-time business architecture practitioner, educator, industry thought leader and author of the widely read StraightTalk blog. She is a former practice leader and has developed business architecture for some of the largest business transformations in the world. Ms. Kuehn has extensive experience helping clients build their own business architecture practices and mentoring those practices towards maturity. Passionate about using business as a force for good and systematic change, she has spent years on the ground in Africa and developing nations helping organizations move big ideas into action, operate effectively and create systemic change. This has led to an Architecting For Good initiative within S2E to create opportunities for business professionals to share their talents with others through transformative experiences.

4:30   Closing Remarks & Passport Raffle Drawing *(Grand Ballroom)*

7:45   Check-In & Breakfast *(Grand Ballroom Foyer)*

8:30   Welcome & Opening Remarks *(Grand Ballroom)*

8:45   Morning Keynote: Likeonomics and Its Impact on your Career - David Mantica *(Grand Ballroom)*

9:45   Break/Passport Stamp Collection

10:00 Taking A New Approach Session 1 *(Salon B)*   **Building Your Toolbox Session 1** *(Salon C)*

11:00   Break/Passport Stamp Collection

11:15   Taking A New Approach Session 2 *(Salon B)*   **Trends Session 1** *(Salon C)*

12:15   Lunch

1:00   Lunch Keynote: Standing on the Shoulders of Giants Through Collaboration - Billie Johnson *(Grand Ballroom)*

2:00   Break/Passport Stamp Collection

2:15   Being Agile Session 1 *(Salon B)*   **Building Your Toolbox Session 2** *(Salon C)*

3:15   Break/Passport Stamp Collection

3:30   Being Agile Session 2 *(Salon B)*   **Trends Session 2** *(Salon C)*

4:30   Prize Drawings & Closing Remarks *(Grand Ballroom)*