

**ALBANY BUSINESS ANALYSIS DEVELOPMENT DAY 2021**  
THE PRAGMATIC BA: BUILDING SKILLS TO THRIVE NOT JUST SURVIVE



**LIVE VIRTUAL CONFERENCE**

**TUESDAY, MARCH 30, 2021**  
9:00AM - 5:00PM EDT

**IBA**<sup>®</sup> Albany Capital District  
Chapter

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# THE PRAGMATIC BA: BUILDING SKILLS TO THRIVE NOT JUST SURVIVE

The Albany Capital District IIBA Chapter is excited to host our 5th 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 7 professional development units (CDUs/PDUs) for attending. We are happy to be able to bring this value-packed event to the capital district!

This year's program has been tailored to feature two tracks: Career and Practicing BA. The morning sessions will focus on enhancing career building skills while the afternoon sessions will be geared toward making you a more effective business analyst.

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## CONFERENCE DETAILS & NOTES

- The Conference qualifies for IIBA® CDUs for your current IIBA certification, IIBA PD Hours to obtain the ECBA™ certificate, and PMI® PDUs for PMI certifications. If you attend the entire conference, you may claim 7 CDUs/PD Hours/PDUs.
- The ABADD conference will be using the Zoom Meetings service. Conference management reserves the right to manage attendance, noise on the line, or remove any unauthorized persons from sessions.
- Conference attendees are muted throughout the conference. Please remain muted throughout the conference to reduce noise on the line. You may ask questions through the chat box, the session moderator will relay your question to the presenter.
- You may, but certainly do not have to, have your camera on during the sessions; whatever makes you comfortable. Presenters do like to see their audience.
- Attendee interaction is highly encouraged through the chat box. To chat privately with another attendee, change the 'To:' in the chat box to the person to which you wish to chat. The chat box will note that your message was sent "Privately" to that person. You may pass your digital profile via the chat box. Keep all chats respectful and keep all language professional and courteous. Conference management reserves the right to remove a participant that does not conduct themselves in a professional and courteous manner.
- Sponsor representatives are present and will be glad to answer questions concerning their company's products and services for attendees. Please feel free to chat privately with them.
- Many prizes and sponsor giveaways will be awarded throughout the conference and at the end, you must be in attendance to win a prize.
- Attendees will receive a follow-up email within 10 business days with CDU/PD Hours/PDU information and links to presentation slides.

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## SPONSORS

The following companies have partnered with the IIBA Albany Capital District Chapter to bring you ABADD 2021 – The Pragmatic BA: Building Skills to Thrive not just Survive. Thank you to all of our sponsors for investing in our chapter and helping to make this year's professional development day a success!

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# CONFERENCE SCHEDULE

9:00 AM	KICKOFF	Opening Remarks Todd Britton
9:15 AM	OPENING KEYNOTE	Learning to Unlearn Stephen Dowling
10:00 AM	STRETCH BREAK	A Word from our Sponsors: NTT Data
10:05 AM	SESSION 1	The Career Insurance Canvas for Business Analysts David Mantica
10:50 AM	BREAK	A Word from our Sponsors: TEKsystems
11:00 AM	SESSION 2	AI: BA Threats and Opportunities Cris Casey
11:45 AM	LUNCH	
12:45 PM	GAME	BA Knowledge Trivia David Nagy
1:00 PM	LIGHTNING ROUND	Transformation Stories Cris Casey, Gautami Sonty, Laura Gribbin, Elizabeth Keeling, George Diaz
1:50 PM	STRETCH BREAK	A Word from our Sponsors: Orbus Software
1:55 PM	SESSION 3	Product Management and the BA Dave Saboe
2:40 PM	BREAK	A Word from our Sponsors: ICAgile
2:50 PM	SESSION 4	Building Trust with Design Thinking Sanjay Acharya
3:35 PM	STRETCH BREAK	A Word from our Sponsors: Cloud & Things
3:40 PM	CLOSING KEYNOTE	Trends and Career Opportunities in Business Analysis from the Source Delvin Fletcher
4:15 PM	CLOSEOUT	Closing Remarks & Giveaways Todd Britton & Spencer Foisy
4:30 PM	SOCIAL	What is your BA superpower? What is your BA kryptonite? Donald Briggs

# SESSIONS & SPEAKERS

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## LEARNING TO UNLEARN

As Business Analysts we are facing unprecedented levels of disruption with constant challenges to adapt to ensure we stay current & relevant. The COVID-19 pandemic has poured accelerant on the adoption of digital technologies. It has been estimated that in 10-weeks, the world has accelerated 10 years in the adoption of digitally distributed work! Make no mistake the world we live in has changed, and there will be no return to what was considered normal back in Feb 2020.

If we continue to rely on experience and past achievements as well as old behaviors and thinking that worked well in the past, we are in grave danger of becoming irrelevant, and this could happen faster than we think!!! We all get that we must continually learn, but our biggest challenge is Unlearning the past.

The big problem is that as humans we operate on autopilot most of the time. Our brains are wired to be recording devices and pattern seekers, so unlearning the past is not so easy to do! The latest thinking in neuroscience suggests that 95% to 97% of what happens in our brain is automatic responses, based on our subconscious mind. What we need is a simple repeatable and actionable system which can help us to Unlearn the past when it's needed. In this presentation you will get skills, tools and techniques to empower you to move away from once-useful but now old mindsets and behaviors and move to mindsets and behaviors that will allow you to thrive in rapid change.



### **STEPHEN DOWLING**

*Stephen is the founder and owner of ETM, a company passionate about delivering high impact learning to help organizations improve engagement*

*and performance. Stephen is a passionate educator, sense-maker, problem solver and simplifier. In Australia, he is one of the leading educators in the agile, lean and project delivery space.*

*Stephen has more than 20+ years of experience within the project delivery space. As a Project Leader he has successfully delivered many different types of projects, the largest being a complex upgrade of a US\$2bn ERP system for a large US Pharmaceuticals company, across 17 countries in Europe. Stephen is a regular international speaker at conferences and industry events and a trusted collaborator and colleague of Barry O'Reilly.*

# SESSIONS & SPEAKERS

## THE CAREER INSURANCE CANVAS FOR BUSINESS ANALYSTS

There are all kinds of insurance out there. Some we are forced to have (like auto liability insurance) and some we can decide on (like extended warranties for electronics). It is implied that insurance is not guaranteed protection against something happening but protection for if something were to happen.

The Career Insurance Canvas is a tool you can use for proactive career management. All too often we hear and see the stress and strain of a colleague frantically working on their job search. We have all been there and we know that stress, but it does not have to be that stressful. Given the rapid pace of change in the world of work, it will become a necessity to be proactive in your career planning instead of reactive.

In this session we will go through the core elements associated with developing career insurance. We will explore each element and provide examples and tools to support the development of each. The key is doing this all through the lens of the Business Analyst role.

The first step in getting value from this session is grasping the mindset that change is the rule not the exception and the ability to thrive in change is a career competitive advantage.

In this session we will cover:

- The “human work machine”, what you need to know.
- Embracing being adaptive.
- Making yourself invaluable without burning yourself out.
  - What does it mean to be likable
- Preparing for the job search long before the search.
  - Recruiters vs. networking
  - Trade association activity
  - Personal brand development
- Giving back to get back and managing your contacts.

### DAVID MANTICA

*David has 25 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 to \$13m in seven years all done organically. Currently David is the VP and General Manager for SoftEd US, a leading provider of transformational training services, working to support companies embrace agile methods for achieving business results. Along with his work at SoftEd, David provides*



# SESSIONS & SPEAKERS

## AI: BA THREATS AND OPPORTUNITIES

The world is at a tipping point with Artificial Intelligence. The odds you will encounter AI in some form, every waking day, are 100%. Whether it's talking to Siri or Alexa, watching dancing robots, reviewing your LinkedIn or Facebook feeds or ordering from Amazon, AI is at work.

But there are also places where AI is not so obvious. Where it is poised to rapidly replace traditional roles just like customer service operators were replaced by pre-AI interactive voice response systems. And not just lower-level roles will be supplanted. Medical specialists, software developers and yes, analysts are all susceptible to this ongoing disruption.

From this presentation you will take away:

- An understanding of the fundamental building blocks of Artificial Intelligence Real examples of how cheap and easy it is to use AI
- How Analyst roles are being negatively impacted, now and tomorrow
- Options for what Analysts can do to protect and enhance their careers

Long-time independent trusted advisor Cris Casey shares his recent research focused on the potential and real impacts on analysts, along with strategies and tactics to prosper in an age of AI.



### CRIS CASEY

*Leveraging a deep understanding of the functions analysis, communication and information technology play in business, from prior careers as a media producer and bespoke application developer, Cris has been successfully navigating a 20+ year solopreneur career as an*

*independent consultant and contract initiative manager. His major engagements have included standing-up a 500 seat call center for a Fortune 50 company, saving a \$1B account for a \$3B airline catering company, and rescuing a failing 65- country accounting system upgrade for a major Clinical Research Organization.*

*New to the Raleigh-Durham area, he is looking for new clients who have complex projects involving diverse groups of people needing servant-leadership, using a unique holistic and agile perspective only he can provide. With CSM, CSPO, ITIL, PMP, and SAFe 5 certifications, he uses a broad swath of methods to achieve positive outcomes for his clients and their employees.*

*When he is not working for clients, you'll find Cris flying quad-line stunt kites, cooking gourmet meals with his wife, and delivering presentations on how recent findings in neuroscience can help reduce stress during chaotic and uncertain times.*

## GAME: BA KNOWLEDGE TRIVIA

### DAVE NAGY

CHAPTER VP OF PROFESSIONAL DEVELOPMENT AND PROGRAMS

Move over The Price is Right and welcome to the BA Knowledge Game. Enjoy a competitive round of questions on a wide assortment of Business Analysis topics. Prizes will be awarded!



We will be playing our game in the Kahoot! format. You will need a second browser to play this game, which could be on your laptop or cell phone. Both the Apple App Store and Google Play have the Kahoot! app that you can download or you can go to <https://kahoot.it> in your second browser. We will show you the trivia question in the conference meeting browser and you will answer in your second browser.

**YOU CANNOT JOIN THE GAME ONCE IT HAS STARTED.**

# SESSIONS & SPEAKERS

## LIGHTNING ROUND: TRANSFORMATION STORIES

### Transforming a 300-Person Field Service Operation

**CRIS CASEY** INDEPENDENT CONTRACTOR

Acquiring and assimilating business units, especially 100+ year old dysfunctional ones, is never easy. Learn how grass roots design thinking combined with short-cycle simulations was applied to achieve deep transformational change. Changes that enabled rapid process and technology adoption resulting in faster customer response, reduction of inventory cost/shrinkage and an increase in unit billing.



### The 6 W's (really 5 W's and 1 H) of my CBAP Journey

**GAUTAMI SONTY** NYISO

- **Who** is Gautami Sonty?
- **Why** did you get certified?
- **When** did you feel ready to get certified?
- **How** have you used your BA experience to leverage your CBAP prep?
- **What** do you consider keys to success? (techniques/recommendations/ courses)
- **Where** do you see the most impact? (personal/ professional)



*Gautami is a Certified Business Analyst Professional, currently working with CapTech Consulting as a Senior Business Analyst. Her work on the OnBoard Project will help modernize the New York State Workers' Compensation Board. Gautami has previously been a Business Analysis professional with The NY Independent System Operator in Rensselaer, NY, and Department of Health and Human Services in Austin, Texas. Her primary strengths are requirements elicitation, documentation, process mapping/ improvement, and client communication.*

*Gautami holds a Master's in Public Administration with concentrations in Healthcare Management from the Fairleigh Dickinson University, and a Master's in Business Administration from International Technological University. She has recently received the 'Employee of the Quarter award' and 'Tech Terrific' awards from her employer, Tech Valley Talent for her significant project contributions. She became a Professional Scrum Master- 1 in July 2018; Certified Business Analysis Professional in Nov 2019 and is now actively pursuing Agile related/ PMP Certifications.*

### My Career Journey and Tips to Thrive as a BA

**LAURA GRIBBIN** NYISO

*Laura Gribbin, Forward Market Products - Lead BA, has spent her entire Energy Industry Career working for the New York ISO (NYISO) and its predecessor organization NYPP since 1986.*

*She has worked in IT, Corporate Product Management, and Market Structures filling roles including Systems Analyst ('86-'99), Tech Lead / Project Manager (1999-2003), IT Supervisor for Web, Oracle, Power Systems Applications (2003-2005), Senior BA (2006-2014), and Lead BA (2014-present). She has served on several Committees, supported Energy Market and Capacity Market Business Owners, and mentored other staff in business knowledge and BA Skills. She is an advocate for continuous process improvement and enterprise best practices. She achieved Advanced Communicatory Bronze in Toastmasters and completed Leadership Academy Foundation Skills in 2020.*



# SESSIONS & SPEAKERS

## LIGHTNING ROUND: TRANSFORMATION STORIES



### Transforming your Speaking and Leadership Skills

**ELIZABETH KEELING** NYISO

*Elizabeth Keeling, MBA, has worked for the New York ISO (NYISO) as a business analyst for the past four years. She earned her Master's Degree in 2020 from Clarkson University. Three years ago she joined her company's Toastmasters program to work on her public speaking abilities and leadership skills. Now, she has advanced her speaking abilities and is leading her corporate club as president. She will discuss some lessons she has learned as a leader and also tips for public speaking.*

### Changing your Body

**GEORGE DIAZ** ORBUS SOFTWARE

There have been many experiences in my life which have triggered change – my goal in each of them was to “make my own sunshine”.

- **AWARENESS:** Usually there is a triggering event. Hidden within this even is a message.
- **KNOWLEDGE:** It is up to me to analyze this message and understand what it means to me.
- **UNDERSTANDING:** The moment of truth is when I finally gain proper interpretation.
- **DECIDE:** This is the moment you understand that change is up to you. That the pain associated with doing nothing (or staying the same course) will be worse than the positive outcome to be achieved with change.
- **BELIEVE:** This is the hardest part when you start out – having the confidence within that you CAN achieve that which you dream of.
- **COMMIT:** Commitment involves being organized, setting priorities, making decisions, creating good habits, and doing within while you do without (sacrifice).
- **ACHIEVE:** You need a timeline with clear outcomes, and a way to visually monitor progress.



*George has 20+ years of business solutions experience gained while working with Big 5 organizations including IBM, KPMG, PwC and as an independent consultant. He has designed strategic enterprise solutions for large global organizations including Coca-Cola, Comcast, HID Global, Microsoft, PJM Interconnection, South West Airlines, and Johnson Controls.*

*George is in the process of writing a whitepaper on the “Five Disciplines of Digital Transformation,” which leverages his most recent real-world experiences. It is his belief that in life we have an obligation to give back, and to leave things better than how we found them. It is George's hope that after reading the concepts outlined within this text that the reader will feel enlightened, and empowered to create their own ideas and take the discipline to the next level. <http://www.inspotechnologies.com>*

*In his free time George can be found working out at the gym, playing volleyball or entertaining singing songs accompanied by his guitar. One of his songs was covered by the Idol Winner of Europe: [https://www.youtube.com/watch?v=OCv9\\_PTvBJY](https://www.youtube.com/watch?v=OCv9_PTvBJY).*

# SESSIONS & SPEAKERS

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## PRODUCT MANAGEMENT AND THE BA

Many organizations are evolving the way they work and have a greater need for Product Owners and Product Managers. Will you be ready for this next step in your career? Come to this interactive session to explore the role of the Product Manager and understand how this can be the next evolution of the Business Analyst. You'll understand the mindset shift needed to be successful as a Product Manager, learn how you'll need to adapt, and get experience with new tools and techniques.

Learning Objectives:

- Understand the role on the Product Manager and why it may be the next step in your career
- Recognize the shift needed to be successful as a Product Owner or Product Manager
- Learn new tools and techniques that will help you be successful in a product role



### **DAVE SABOE**

*Dave Saboe is an Enterprise Agile Coach, author, and podcaster. He is passionate about helping individuals, teams, and organizations do*

*the best work of their lives. Dave has been in the Business Analysis and Project Management field for two decades and has led teams of Business Analysts, Scrum Masters, and Coaches. He is a frequent industry speaker and helped create the IIBA's Agile Analysis certification exam. Dave also hosts a weekly podcast on topics related to business analysis and product ownership.*

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## BUILDING TRUST WITH DESIGN THINKING

An unacceptably large percentage of projects fail to meet the stakeholder expectations. Survey after survey show that misunderstanding stakeholder expectations and their needs are the main drivers for these failures. Ever wonder the reasons for the misunderstandings? I believe its lack of credibility, reliability, intimacy and self-orientation; the key ingredients of trustworthiness and the Design Thinking practice provides the tools to build trust and improve the chances of success.

### **SANJAY ACHARYA**

*Sanjay Acharya is a Digital Transformation Leader at IBM with broad experience in strategy development and design & delivery of associated IT*



*capabilities. He provides consulting services to IT and business executives responsible for improving the client experience model. He helps them identify the business drivers and leads development to deliver the expected business value. Sanjay also serves on the non-profit boards with focus on foster entrepreneurship and education.*

# SESSIONS & SPEAKERS

## TRENDS AND CAREER OPPORTUNITIES IN BUSINESS ANALYSIS FROM THE SOURCE

The International Institute of Business Analysis has the unique position to take a World-Wide look at how business analysis is being conducted across the Global. That research has accelerated under Delvin Fletcher leadership.

In this presentation you will be provided with a detailed look at the trends in Business Analysis and the hiring of Business Analysts. Topics to be covered include:

- Skills and capabilities sought by industry for Business Analysts
- Trends in certification growth and requirements
- A look at how industry looks at Business Analysis aka a skill or the role
- Trends that will impact how BA professional long and near term career planning

This is also a great opportunity to ask questions and present ideas, thoughts, and concerns to the President of IIBA.



**DELVIN FLETCHER**  
*Delvin Fletcher joined IIBA as its 4th President and Chief Executive Officer in January, 2020.*

*Prior to joining IIBA, he was with Chartered Professional Accountants of Ontario as CIO, leading digital transformation in a large membership and regulated not-for-profit association. He spent his early professional years with KPMG Management Consulting working on strategy, marketing, technology and operations projects in North America and EMEA. He has served in leadership roles and managed global teams at both multinationals and high growth privately held companies, including SAP, Rubbermaid, Shred-it International, Ethoca Limited and Xchange Technology Group. In addition, his experience includes extensive consulting and interim leadership roles in both for-profit and not-for-profit organizations.*

*Delvin holds an undergraduate degree in Industrial Engineering from the University of Toronto and is both a Professional Engineer (P. Eng) and a Certified Management Consultant (CMC).*

## THANK YOU

The IIBA Albany Capital District Chapter would like to give a special thank you to the following individuals for their extreme dedication and hard work in planning, organizing and executing ABADD 2021!



**DAVID MANTICA**  
CONFERENCE DELIVERY AND  
CORPORATE TRAINING EXPERT  
*VP & GM, SoftEd*



**SARAH FEDIGAN**  
CHAPTER VP OF COMMUNICATIONS  
AND MARKETING  
*Business Systems Analyst,  
NYS Office of the State Comptroller*