



ABADD

LIVE • VIRTUAL

**ALBANY
BUSINESS ANALYSIS
DEVELOPMENT DAY 2022**

PLANNING FOR THE FUTURE



THURSDAY, JUNE 16, 2022
8:30AM - 5:00PM EDT

IBA[®] Albany Capital District
Chapter

**SOFT
ED**

PLANNING FOR THE FUTURE

The Albany Capital District IIBA Chapter is excited to host our 6th 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!

Throughout your career you've looked for opportunities to improve yourself by learning new skills and techniques, seeking out tips and tricks, and leveraging the experience of others. It's more important now than ever to continue that mission, building upon the solid foundation you've already started. ABADD 2022 is structured to help you progress even further. This year's event will provide you access to some of the best people in the business analysis profession in focused sessions to help you get more. The presenters include world recognized practitioners.

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 though 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.
- Many prizes and sponsor giveaways will be award 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/PDU/PD Hours information and links to presentation slides.

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CONFERENCE SCHEDULE

8:30 AM	KICKOFF	Opening Remarks David Nagy
8:45 AM	OPENING KEYNOTE	IIBA Perspectives on the Future of Business Analysis Keith Ellis
9:30 AM	BREAK	
9:40 AM	SESSION 1	Security Primer for Business Analysts David Mantica
10:10 AM	SESSION 2	Software Development Pearls Karl Wiegers
10:40 AM	BREAK	
10:50 AM	SESSION 3	Use Case Authoring Demystified Lora McCoy
11:20 AM	SESSION 4	Exploring the BABOK Competency Model through the Lens of America's Greatest Architect Beverly Weable
11:50 AM	LUNCH	
12:20 PM	LUNCH/GAME	BA Knowledge Trivia David Nagy
12:40 PM	AFTERNOON KEYNOTE	Dynamic Multi-Team Alignment John Dobbin
1:25 PM	SESSION 5	VITAL Communication – The Key to Achieving Success as a Leader Tommy Re
1:55 PM	BREAK	
2:00 PM	SESSION 6	Product Ownership: Beyond the Backlog David Saboe
2:30 PM	SESSION 7	See Value from the Stakeholders Perspective Gina Schmidt
3:00 PM	BREAK	
3:10 PM	SESSION 8	The Benefits of BA Certification Michael White
3:40 PM	CLOSING KEYNOTE	Reality Check: The Need to be Adaptive in Charting Untamed Waters Pat Reed
4:15 PM	CLOSEOUT	Closing Remarks & Giveaways David Nagy & Spencer Foisy

OPENING & AFTERNOON KEYNOTES

IIBA PERSPECTIVES ON THE FUTURE OF BUSINESS ANALYSIS

IIBA just released their 2021 Global State of Business Analysis Report. Over 50 pages of finding on all aspects of the role and the skill of Business Analysis. Keith Ellis, Chief Engagement and Growth Office for IIBA will break down the findings to the key elements and discuss what trends match up with these findings and what IIBA's plans are to help support the evolution of the Business Analysis/Analyst profession.

This presentation is extremely valuable as you consider your career growth / evolution plans in the fast of a rapidly changing work environment. Keith is prepared to answer questions around the trends you should be thinking about and impacts of those trends.

KEITH ELLIS

Keith Ellis has been an executive in the technology industry for over 25 years, starting with the industry trend-watcher International Data Corporation (IDC). He has held roles as CEO, COO, board member, investor, or mentor to various technology companies, co-founded and sold a business analysis company as well as being a former Chair of IIBA. As Chief Growth and Engagement Officer for IIBA, he is responsible for leading IIBA's global growth strategy, including strategic partnerships, corporate and academic programs, chapters, and membership value.



Keith is a recognized voice in the business analysis community, has published and spoken extensively in our field, and, at one point had over 60,000 attendees to his webinars annually. His 2008 study, The Business Analysis Benchmark, quantified for the first time the economic impact of mature business analysis practices and their positive impact on overall project success rates. Keith holds an undergraduate business degree from Wilfrid Laurier University in Canada and MSc in Computer Science from Lancaster University in the UK for his research in business analysis.

DYNAMIC MULTI-TEAM ALIGNMENT

One of the wicked problems in large organizations is aligning and coordinating work across multiple teams. Tangles of interdependencies mean that a problem in one team produces undesirable 'butterfly effects' across the entire group. Techniques such as PI (Program Increment) Planning, which are based on linear time, are totally ineffective in complex environments. A dynamic coordination mechanism is needed. In this talk, John will share with you some cutting-edge Complexity theory and how he is applying it to address this challenge in one of the world's largest financial institutions.



JOHN DOBBIN

John Dobbin is a senior Agile consultant based in Dubai and working in MENA, APAC and Europe. He is currently leading a major Agile Transformation for one of the world's largest banks. John was an early adopter of Agile in his own development and integration company in the late nineties: helping major media and advertising companies respond to digital disruption. He has a background in Mathematics and is passionate about porting cutting-edge complexity theory into the domain of business, helping them to become infinitely adaptable to complex environments.

CLOSING KEYNOTE

REALITY CHECK: THE NEED TO BE ADAPTIVE IN CHARTING UNTAMED WATERS

Pat's closing keynote will explore the forces that we're facing into and map some surprising BA "Superpowers" we need to focus on today as we learn to tread water and concurrently develop new capabilities to chart the deeper, untamed waters further ahead of us. Using the challenge as a forcing function, Pat will go through some differentiating capabilities including:

- Sensemaking
- Co-Creating and Co-Regulating
- Creating Liminal Spaces
- Value Engineering (by "doing less" vs. "doing more with less")
- Learning Agility
- Rewilding Agility through Adaptive Leadership

Pat's closing keynote will challenge us into new ways of thinking and how we might apply new ways of working through thought-provoking adaptive actions; and possibly leverage what we learn to start a charting playbook; reinforcing the reality that we can't think ourselves into new ways of thinking. Instead, we must 'act' our way into new beliefs and behaviors.

PAT REED

Pat Reed is a result-focused Agile transformational leader specializing in business agility and adaptive leadership. With 40 years of experience as an Agile coach, consultant, and Adjunct Professor, Pat is synonymous with business agility. Her reputation in executive roles at The Gap, Disney, Universal Studios and SEGA has made her a preeminent leader in her field. She has worked on many transformational programs in Silicon Valley, often after initial large-scale efforts have failed, and she is highly sought after in organizations worldwide to ignite the organizational agility required in today's fast-paced world.

Pat's unique background in behavioral psychology and neuroscience has helped her to navigate the complexities of enterprise transformation which has led to successful digital optimization in large Agile organizations and the development of world class enterprise Agile practices. Pat has worked with many organizations such as eBay, USAA, Walmart, Citrix and Cisco to assist them in defining value, increasing speed to market, product quality and customer satisfaction.

She is passionate about leveraging cutting-edge technology and project management methods to solve challenging business problems. Her vast experience has provided her with a deep capability to lead organizations to business and enterprise agility, develop adaptive leaders, and excel in delivering innovation and value while creating minimum structure and process for scale. Pat has a proven ability to develop leaders at all levels, to develop learning organizations of the future, to drive transformational change, and to work with organizations to solve the most pressing and complex problems they face.



SESSIONS & SPEAKERS

SECURITY PRIMER FOR BUSINESS ANALYSTS

In this environment, the 'Business' or the most immediate client is IT, so it is more technical than other business stakeholder groups. The BA needs to be able to create Requirements around the application they are working on, and to work with the appropriate security expert to ensure the requirements and voice of the business are well understood and built into solutions.

In this session we will cover three areas for defining Cybersecurity from a BA perspective.

1. Cybersecurity:
 - a. The protection of computer networks and data from various of electronic and digital threats.
2. Network protection:
 - a. Prevents attacks that deny users access to the business's computer resources such as servers
 - b. Extends to shielding the business from intrusions and use of the network for unauthorized purposes.
3. Data protection:
 - a. Safeguarding the privacy of an organization's data, which often contains customer information that would be harmful in the wrong hands.
 - b. Business organizations apply cybersecurity by adopting and using policies, tools, and practices directed towards the prevention of cyberattacks.

The role of the business analyst in cybersecurity is primarily to ensure that the business properly adopts and employs those policies, tools, and practices.

Topics to be covered:

- Business Analysis Practitioner (BA) Focal Points
- Defining Cybersecurity
- Use Cases
- Strategic and Tactical Roles
- Operational Roles
- Technology Expertise
- Process Expertise

DAVID MANTICA

David Mantica is the VP and General Manager for SoftEd US. Fueled by his passion for developing empowered knowledge workers through training and coaching, he helps companies develop their teams with the critical skills to stay effective in the face of VUCA.

Drawing from his experience having successfully built his B2B training firm (growing it to \$13M in seven years), David speaks on the impact of technology on leadership and management, helping organizations cope with the ever-changing demands and complexities of modern business.

With over 30 years of experience and more than 700 speaking engagements, he has inspired better work practices in marketing, product management, project management, software development, executive management, and other key areas of technology and business operations.

David resides in Raleigh-Durham, NC, where he provides consulting to business owners. Driven by his love for helping people grow while maintaining their mental health, he also mentors a number of rising executive leaders, providing pro bono career coaching services that utilize his Career Insurance methodology. David is well known for his ability to butcher the English language, which is why this bio had to be heavily edited.



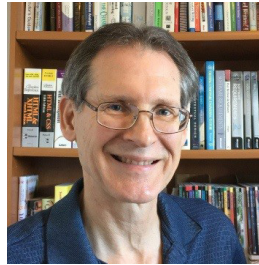
SESSIONS & SPEAKERS

SOFTWARE DEVELOPMENT PEARLS

Experience is a powerful teacher, but it's also slow and painful. Software practitioners can't afford to make every mistake others have suffered. You can compress the education and bypass much of the pain by absorbing lessons from others who have already climbed the learning curves.

Based on my more than 50 years of software experience and 25 years of helping software teams succeed in nearly 150 organizations, the book *Software Development Pearls* presents 60 lessons you can apply to projects regardless of the application domain, technology, development lifecycle, or your role. These pragmatic principles, perspectives, and practices cover six crucial domains of project success: requirements, design, project management, culture and teamwork, quality, and process improvement.

This presentation briefly introduces 24 of the 60 lessons and drills down into six additional lessons. Collecting such pearls of software wisdom can pay off quickly for anyone striving to build high-quality software products.



KARL WIEGERS

Karl Wiegers is Principal Consultant with Process Impact, a software development consulting and training company in Portland, Oregon. He has a PhD in organic chemistry. Karl is the author of 13 books, including

Software Development Pearls, The Thoughtless Design of Everyday Things, Software Requirements, More About Software Requirements, Successful Business Analysis Consulting, and a forensic mystery novel titled The Reconstruction. Karl has also written many articles on software development, design, project management, chemistry, military history, consulting, and self-help, as well as 18 songs. He has delivered hundreds of training courses, webinars, and conference presentations worldwide. You can reach him at ProcessImpact.com or KarlWiegers.com.

SESSIONS & SPEAKERS

USE CASE AUTHORING DEMYSTIFIED

Have you ever tried to describe a complicated functional need to both technical and business resources using simply use your stories or requirements listing? Often you receive grumbling about the difficulty of understanding the holistic picture of what is needed. There are times that a consolidated story is necessary to help both sides understand the experience expected for the user in order to meet the need. Use cases can provide this and do not have to be a massive undertaking to create. Please join us at a session where use case authoring will be demystified.

Learning Objectives

- Define a use case and how it differs from user stories
- Explain why use cases are beneficial
- Write a Use Case



LORA MCCOY

Lora McCoy is a Certified Business Analysis Professional with over twenty (20) years of experience in the information technology industry playing various roles in varying projects ranging from focused technical efforts to enterprise, strategic transformations. She has performed and led strategy, change enablement, quality assurance, project management and more. She has done so in change endeavors for many functional areas of a company in. This experience spans varying company sizes in multiple industries including Banking and Finance, Service Management, Education, Retail, Oil and Gas, Manufacturing, Construction Equipment, Government. Lora has significant experience enabling strategic change through a holistic lens considering any combination of people, process, data, and technology, ensuring long term adoption and scalability. She is driven by a deep passion for making a difference in others' worlds. This passion is evident in her daily consulting engagements as well as her efforts in education and mentorship where she enables others to grow in the world of business analysis including guiding others in achieving IIBA certification internationally.

EXPLORING THE BABOK COMPETENCY MODEL THROUGH THE LENS OF AMERICA'S GREATEST ARCHITECT

Exploring the business analysis competency model through the lens of Frank Lloyd Wright's architectural principles drives home the concept that basic competencies remain constant. Techniques and application of the competencies may evolve, but the basic, driving competencies do not change. This session will focus on comparing the BA Competencies with the driving principles that Frank Lloyd Wright incorporated in his residential structures throughout his career. The Competency Model wheel provides the visual for our BA competencies. Images of Wright homes will be shared as well to provide examples that support our discussion.

BEVERLY WEABLE

Beverly Mundy Weable started the practice of business analysis more than two decades ago at a little cable company in downtown Atlanta. She has enjoyed performing analysis across multiple businesses almost non-stop in the years since and has kept her CBAP #198 active since 2007. She is currently performing business analysis at a 5-years in startup in Chicago as 'Technical Product Manager.' Her LinkedIn tagline says it all: "analyzing the business, managing the scrums, and serving the people." She is looking forward to spending time with the Albany group sharing tales about making it through heavy waters to get to the other side.



SESSIONS & SPEAKERS

GAME: BA KNOWLEDGE TRIVIA

Enjoy a competitive round of questions on a wide assortment of Business Analysis topics. Prizes will be awarded!

DAVID NAGY
CHAPTER PRESIDENT

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.

VITAL COMMUNICATION – THE KEY TO ACHIEVING SUCCESS AS A LEADER

If you want to lead, if you want to influence others, if you want to have success on your projects, you need to be an effective communicator. VITAL Communication is a simple and powerful approach to creating communication that gets results. VITAL is an acronym that stands for five timeless communication principles:

make it **Visual**,
make it **Interesting**,
make it **Time-sensitive**,
make it **Action-oriented**,
and make it **Logical**

In this 45-minute workshop participants will learn to apply these concepts to their presentations and public communication.



TOMMY RE

Tommy is passionate about helping organizations thrive by working with them to identify and develop the talents of individual contributors, leaders and teams. He works with executives and line of business leaders to identify barriers to high performance and to design appropriate learning solutions that lead to individual and organizational success.

Tommy brings a diverse background and base of experience to the solution development process. He has spent nearly 30 years working in the field of learning and performance development. As a consultant he has worked with leading companies including Amgen, Biogen, Novo Nordisk, Marriott, BMW, Lutron, Kite Pharm, Worldwide Clinical Trials, and others. In addition to his consulting experience, he has held senior leadership roles in operating companies as the Chief People Officer for Lonesource, a business supply company, and senior sales executive for TRG, a technology training company.

He holds a master's degree in Corporate Communication from Seton Hall University and has been on the teaching staff of the University of Phoenix where he taught public speaking. He is a frequent guest speaker on leadership in the MSW program at NC State University. He is also a volunteer consultant for the Executive Service Corp of the Triangle. A non-profit that provides organizational development consulting and training services to the area's non-profit organizations.

He began his career as a professional actor appearing on Broadway in the Tony Award winning original production of A Chorus Line. His book, Now Presenting, You! – Vital Tips from Business and Theatre for Crafting Presentations with Impact is due out in the Spring of 2021.

SESSIONS & SPEAKERS

PRODUCT OWNERSHIP: BEYOND THE BACKLOG

A great Product Owner can help organizations achieve amazing outcomes for their customers. As more organizations transform the way they work, many Business Analysts have the opportunity to provide critical support to Product Owners or move into Product Owner roles themselves.

Successful Product Ownership is about more than just backlogs and user stories. It requires a deep understanding of how to find the right problem/solution fit and the right product/market fit. In this session, you'll understand the product development process and how to discover the right customer problems to solve to maximize the value delivered by your organization.

DAVE SABOE

Dave Saboe is an Enterprise Agile Coach, podcaster, and author. 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. Through coaching, mentoring, and his podcast, Mastering Business Analysis, Dave helps Business Analysts and Product Owners do the best work of their lives.



SEE VALUE FROM THE STAKEHOLDERS PERSPECTIVE

Value can be interpreted many different ways. How can we manage stakeholder expectations without determining their view of value? Value for what we do as business analysts or value of the solution we intend to implement. Can we uncover their assumptions of value and try to make them less ambiguous and even more tangible? This short presentation will hit on some key questions to ask and a few techniques to apply.

GINA SCHMIDT



Throughout Gina Schmidt's career, she has successfully managed and participated in enterprise-wide multi-vendor projects while performing in a diverse number of roles as an internal consultant with a Midwest phone company and as an external consultant with a large global business consulting services company. As a known expert in project management and business analysis, Gina has provided training and consulting services to various third-party training companies and was often engaged as a speaker and seminar instructor by many professional associations, including IIBA, PMI, BA World, Building Business Capability Conference, Women in Technology, We Build Character (non-profit CIO mentoring). Gina is also an author of "Mastering Business Analysis Versatility: Seven Steps to Develop Advanced Competencies and Capabilities" which is part of a Business Analysis Professional Development Series offered by J. Ross Publishing.

SESSIONS & SPEAKERS

THE BENEFITS OF BA CERTIFICATION

Business Analysis professionals who hold certifications earn notably more than non-certified professionals, according to IIBA's Business Analysis Salary Survey Report. But the benefits of a BA certification go far beyond increased earning power. In this discussion, we'll be discussing the following:

- Types of BA Certifications
- Financial Benefits
- Individual Benefits
- Organizational Benefits
- Positioning for the Future

MICHAEL WHITE

Dr. Michael White is the founder of The Business Analysis Doctor, LLC, a global and award-winning business analysis training provider. He has been a business analysis practitioner for over a decade. He has driven innovation at some of the top financial institutions in the U.S. and holds a doctorate in Business Administration as well as the CBAP, AAC, CBDA, and CPOA designations from IIBA.



THANK YOU

DELIVERY PARTNER

The IIBA Albany Capital District Chapter has partnered with SoftEd to bring you ABADD 2022 – Planning for the Future. Thank you to our delivery partner for investing in our chapter and helping to make this year's professional development day a success!



COORDINATORS

The IIBA Albany Capital District Chapter would like to give a special thank you to the following individuals for their dedication and hard work in planning, organizing and executing ABADD 2022!



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