

PROJECT  **WORLD**™
BUSINESS ANALYST WORLD

FUTURE FORWARD

VANCOUVER, BC

NOVEMBER 4-7, 2024

PINNACLE HOTEL HARBOURFRONT

EVENT GUIDE



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WHY ATTEND:

- 1** EARN UP TO **22 PDUs and CDUs over 4 days**
- 2** **TOP QUALITY EDUCATION AT COMPETITIVE PRICES**
- 3** REGIONAL ADVISORY BOARD THAT TARGETS **LOCAL ISSUES**
- 4** UNIQUE CONFERENCE MODEL **PMBA COMBINED**
- 5** **NETWORKING** UNLIMITED NETWORKING OPPORTUNITIES WITH YOUR PEERS
- 6** **LOCAL & CONVENIENT LOCATION**



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GREETINGS FROM THE CONFERENCE VICE PRESIDENT

FUTURE FORWARD

Are you ready for a challenge and an opportunity? As conference Vice-President, my team and I would like to offer both. We have prepared one of the most unique combinations of sessions and workshops available to you across North America.

As Project Managers and/or Business Analysis Professionals, you are often tasked with managing teams, predicting shifting scenarios and ensuring careful direction, all while understanding the importance of the bottom line. Our conference, ProjectWorld*BusinessAnalystWorld is designed to create scenarios that deliver these skill-set enhancing situations.

Whether it's through classroom-style sessions by recognized experts and innovators or peer-to-peer casual conversations, the learning process will be natural and above all, fun!

Along with gaining knowledge and making new acquaintances, attendees can claim one credit for every hour of education, up to 22 PDUS and CDUs and 4 days, which goes a long way to earning your certification.

I encourage you to take advantage of all the learning and networking opportunities this event provides. Please do not hesitate to contact me directly if you have any questions!

Amy Ruddell | Vice-President, Business Unit
ProjectWorld*BusinessAnalystWorld
aruddell@macgregorcom.com

2024 KEYNOTE



KEYNOTE

Fry Your Chickens!

PHIL BARTH

PMP, SPEAKER / AUTHOR,
GREAT THINGS HAPPEN, LLC

NOVEMBER 4 | **8:30AM - 9:45AM**

Phil Barth, motivational speaker, computer geek and “Who Wants to be a Millionaire” alum, will inspire us to rise above the “Chickens” that keep us down! You will laugh, you will learn, you will pick up some tools to help you achieve your big, bold brilliant ideas and live the life you deserve!



KEYNOTE

Managing Management: The Not-So-Secret Art Behind Enhancing Your Career

ALLISON STRAKER

RESEARCH DIRECTOR, INFO-TECH RESEARCH GROUP

NOVEMBER 4 | **2:30pm - 3:30pm**

Doing your job never seems to be enough, does it? Your relationship with your manager and even your manager’s manager play a key role in enabling you to succeed. Achieving what you need in your career often means equal parts doing your job and selling yourself at your role. In this talk, learn tips & techniques from a former BA to help you: • Hone/develop a relationship with your manager and their leadership • Advocate for yourself • Keep the communication channels open • Raise your profile within your team and your organization

SPEAKERS



KEYNOTE

Dysfunction To Dynamic

AMY YACKOWSKI

FOUNDER & CHIEF EVOLUTION OFFICER
PAINTED PORCH STRATEGIES

NOVEMBER 5 | **8:30AM - 9:45AM**

Shared purpose, goal alignment, candor and trust are what successful change is built on. Learn how to foster great team dynamics, including creating healthy conflict and innovative thinking!



KEYNOTE

Everything You Need to Know About Artificial Intelligence...But Didn't Know to Ask

JAMES SPELLOS



KEYNOTE SPEAKER

NOVEMBER 5 | **2:30pm - 3:30pm**

Since ChatGPT exploded in our lives in 2022, Artificial Intelligence (AI) is already having a significant impact on the tasks and requirements needed for today's education and professional work, including the tools required for business analysts. While many people are fearful that AI will replace the need for humans, the reality is much more nuanced than what many are preaching, even as the skill sets and tasks required are evolving.



Schedule at-a-glance

Monday, November 4th

<p>8:30 am - 9:45 am</p>	 <p>Phil Barth PMP, CEO, Great Things Happen LLC Fry Your Chickens!</p>			
	<p>PROJECT MANAGEMENT</p>	<p>SHARED SKILLS</p>	<p>SHARED SKILLS</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>Projecting the Future: The Transformative Influence of AI on Project Management Amber McMillan Rogers Society</p>	<p>Core Humility - Approachable Leadership Skills Encouraging Inclusion and Contribution Kevin Lavering Snohomish County PUD</p>	<p>Recharge! Jennifer Bedell Mariner Innovations</p>	<p>Product Ownership: Tips and Tricks from the Real World Jared Gorai International Institute of Business Analysis (IIBA)</p>
<p>11:15 am - 12:15 pm</p>	<p>Building, Maintaining and Showing a Useful Project Plan (MPP) David Mullaney City of Fort Collins</p>	<p>The Elephant in the Room Greta Blash Facilitated Methods</p>	<p>Weird Science: Build your own Custom GPT (using non-sensitive data) Leslie Hughes PUNCH!media</p>	<p>Bridging the Gap between Talent and Triumph: Executive Presence Priyanka Agrawal TransLink</p>
<p>12:15 pm - 1:15 pm</p>	<p>Networking Lunch</p>			
<p>1:15 pm - 2:15 pm</p>	<p>Reconciling Project Management with Agile Delivery in the Enterprise Dave Sharrock IncrementOne</p>	<p>Generative AI vs. Degenerative AI - Taming the Communications Beast Phil Barth Great Things Happen LLC</p>	<p>We Can Be Brilliant Together - Solving Project Failure Tim Rumbaugh Edwards Lifesciences</p>	<p>Strategic Business Analysis Psychometrics Trent Leopold CoD</p>
<p>2:30 pm - 3:30 pm</p>	 <p>Allison Straker Research Director, Info-Tech Research Group Managing Management: The Not-So-Secret Art Behind Enhancing Your Career</p>			

Schedule at-a-glance

Tuesday, November 5th

<p>8:30 am - 9:45 am</p>	 <p>Amy Yackowski Founder & Chief Evolution Officer, Painted Porch Strategies Dysfunction To Dynamic</p>			
	<p>PROJECT MANAGEMENT</p>	<p>SHARED SKILLS</p>	<p>SHARED SKILLS</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>“911. What is the nature of your project emergency?” Jim Furfari PILLAR Institute for Lifelong Learning</p>	<p>Moving to Embodied Decision-Making Mark Hollingworth 5i Strategic Affairs</p>	<p>Storytelling Alchemy: Going Beyond Data Points to Inspire Change Allison Straker Info-Tech Research Group</p>	<p>A Late Bloomer’s Guide to GenAI: Ethics, Bias, and Effective Prompting Mindy Bohannon Excella</p>
<p>11:15 am - 12:15 pm</p>	<p>Creating a Process Improvement Team From Ground Up Banu Raghuraman Perficient</p>	<p>Knowledge vs Ability: The Ultimate Success Showdown Jennifer Bedell Mariner Innovations</p>	<p>How Do Agile Teams Hit Deadlines? Sunny Dhillon IncrementOne</p>	<p>Technical Requirements, Digital Transformation & The Future of Business Analysis Jennifer Battan Out of the Box BA</p>
<p>12:15 pm - 1:15 pm</p>	<p>Networking Lunch</p>			
<p>1:15 pm - 2:15 pm</p>	<p>AI Powered Project Management: Unlocking AI Through A Practical Journey Robbin Simpkins Softchoice Corporation</p>	<p>Old Dog - New Tricks Ian Frazer IPF Consulting</p>	<p>Stand Out with your Brand Out: 5 ways you can leverage the learning from this conference so you can obtain more opportunities and visibility at work Leslie Hughes PUNCH!media</p>	<p>Requirements Traceability Matrix: Winner of the Most Misunderstood BA Tool Greta Blash Facilitated Methods</p>
<p>2:30 pm - 3:30 pm</p>	 <p>James Spellos Meeting U. Everything You Need to Know About Artificial Intelligence...But Didn’t Know to Ask</p>			

Workshop Descriptions

Wednesday, November 6 | 9:00am - 3:00pm

“NO, MAV, THIS IS NOT A GOOD IDEA!” — HOW TO ENSURE BETTER PROJECT DECISIONS WHEN YOU FEEL THE NEED FOR SPEED

Jim Furfari
PMP, Instructor, PILLAR Institute for Lifelong Learning

Just as Goose was called out for the bad idea of buzzing the tower, the PM is impacted by all project decisions, regardless of who makes them. The PM understands both business needs and project realities to choose the best flight path to success, but the final decision authority often lies elsewhere. Waiting for the sponsor to act when you feel the need for project speed can limit your options. Discover some practical and creative means by which the PM can become a decision-making Top Gun.

Learning Objectives

- Identify the role of leadership styles and personality profiles in influencing the decision-making process, and learn how to use that knowledge to effectively influence project decisions.
- Understand how group dynamics and organizational governance models can be detrimental to the decision-making process, and learn how to overcome these difficulties.
- Learn how to adapt existing project management tools to expediate decisions and provide the PM leverage in decision-making process.

CHARLIE & THE AGILE FACTORY

Mindy Bohannon
CBAP, BA, Excella
Jennifer Battan
CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, Out of the Box BA

Come with me and you'll see a product made from pure imagination. Collaborate and we'll create what was once just in your imagination. Don't be shy, it's all right to feel a bit of trepidation. Sometimes these things do need explanation. Are you feeling that your team isn't trusting the agile process? Is there a role or a "job" that isn't really being done? We have your Golden Ticket to explore Charlie's Agile Factory where we'll be faced with the characters you may meet on your product journey. In this interactive workshop, we'll identify who they are, and how to engage them. We'll use the process to trust

the process and use some exciting technique recipes to help us create the whimsical world we want to work in for the foreseeable future. Attendees will learn: • How to assess team dynamics and work more effectively with all types of characters. • How to work the process to ensure the process works, regardless of where you are in your team journey (waterfall-like to super-agile and everywhere in between) • Bring us your tough characters and crazy situations. We'll help you find techniques and approaches to fill your world of work with sprinkles and lollipops, rather than doom and gloom.

“Myself and my team could not get over how well it was organized, so easy to get information and to follow the flow of things. Hats off to the organizers!!!”

Nancy Vienneau GTECH, Sr System Business Analyst

Workshop Descriptions

Wednesday, November 6 | 9:00am - 3:00pm

HAMMER IT HOME! UPDATE YOUR BA TOOLBOX

Jennifer Bedell

CBAP, SAFe POPM, FLMI, ACS, Community Manager, BA/QA, Mariner Innovations

Business Analysts use a variety of tools and techniques every day. Sometimes, we don't even realize we are using a tool or technique because it comes so naturally. In fact, you might be using outdated techniques because you didn't realize there was a better way. Or because you didn't have the time to investigate. In this session, you will learn and practice updated BA tools and techniques that will help you "build" the right solution for

your stakeholders (and not limit yourself to the solution they requested).

Learning Objectives

- Shiny new techniques to round out your workshop
- New ways to use existing tools and techniques
- Increased confidence and ability to use timeless tools & techniques

STRATEGIC DECISION-MAKING FOR PMs & BAs

Mark Hollingworth

President, 5i Strategic Affairs

Strategic decisions are the decisions that keep you up at night. The consequences of making the right decision (or not) are high. It is easier to procrastinate, to enter "analysis paralysis", to not take a decision, than to stick your neck out and say "We are going to do this. And, if we are going to do this, it means we are not going to do that." Such decisions can be career-enhancing, or career-ending. This workshop will help you take better strategic decisions in the future - and will help you get a better nights sleep!

Learning Objectives

- Better understand the differences between operational and strategic decisions in organizations
- Gain some key insights into our personal leadership and decision-making ability, style and preferences
- Learn some new, innovative strategic decision-making techniques in order to take better decisions in the future



Workshop Descriptions

Thursday, November 7 | 9:00am - 3:00pm

GOLDBLOCKS LEADERSHIP: HOW TO BE AN EMOTIONALLY-RESILIENT & EFFECTIVE LEADER THAT'S "JUST RIGHT"

Amy Yackowski

Founder & Chief Evolution Officer, Painted Porch Strategies

Do you sometimes come across a little "too hot" or "too big"? Have you ever been told you're "too soft" or are playing "too small"? Emotional Intelligence is considered one of the critical skills to lead and navigate the ongoing challenges and changes in 21st-century business. Learn to understand your own EQ blueprint and show up as a confident, empowered teammate who is "Just Right" - ready to lead, collaborate, inspire, and transform.

Learning Objectives

- Explore a few techniques and tools to master your EQ through mindfulness, communication, and collaboration in your life and at work
- Share the 5 core composites that make up your EQ
- Outline what is EQ - Emotional Intelligence and how does it differ from IQ

IN YOUR FACE: FACILITATION, ANALYSIS, COLLABORATION & ELICITATION TECHNIQUES

Jennifer Battan

CSM, CSPO, CBAP®, Cofounder, Chief Creativity Officer, Out of the Box BA

This interactive, highly hands on workshop not only teaches us how to use modern collaborative and interactive techniques for Facilitation, Analysis, Collaboration & Elicitation (FACE) but we'll also talk hybrid facilitation, agile vs plan-driven applications, and so much more. These tools will help improve the quality of your products and help you elicit requirements more effectively. You'll have everyone talking about how great YOU are as a Business Analyst leader.

Learning Objectives

- Learn & practice proven techniques for Facilitation, Analysis, Collaboration, & Elicitation
- Identify ways to modify your approaches whether you're working in plan-driven, agile, or some method in between
- Identify tools & approaches for virtual and hybrid scenarios

THE ARTFUL FACILITATOR: GUIDING TEAMS THROUGH COLLABORATIVE CONVERSATIONS

Sunny Dhillon

AKT, CTC, Mr, Develop4Agility Consulting

This session uses the latest brain science techniques from Training from the Back of the room. This will be hands on and interactive workshop .

Learning Objectives

- Demonstrate how to define the purpose and outcomes for meetings
- Design the flow of the process and structure for facilitation
- Explain what is facilitation

"Over the years, this experience remains the best combination of learning, networking, and venue that I attend. The symposiums and workshops are great. With their attention to detail, I continue to find the producers of the PS/BAW event provide the best experience. Keep up the good work! The attention to detail and consistency yield the best experience for the attendees. It's why we keep coming back."

Dana Safford, Hewlett-Packard

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Galorath has been transforming how organizations approach intricate, specialized projects for over four decades. Our expertise empowers leadership teams with insights, enabling them to make informed technical and financial decisions confidently. Our legacy is not just built on our products but on our people. Our team comprises some of the brightest minds in the field, many of whom are not only certified by prestigious industry bodies like the International Cost Estimating and Analysis Association and the Program Management Institute but are also shaping the future of these organizations.



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The IIBA Vancouver Chapter connects you with other business analysts in the Metro Vancouver and beyond, as well as great speakers and teachers. As a member of the chapter, you get discounted prices to our events, workshops and certification.



PMI Vancouver Island Chapter is dedicated to the advancement of project management in the workplace and community; we are focused on the needs of project management professionals on Vancouver Island. We were founded in 1996 by a small group of 46 dedicated individuals and have grown to just over 700 members. We strive to be on the leading edge of the profession and to provide as many opportunities for our members to grow in their careers as possible.

2024 CONFERENCES



2025 CONFERENCES

