

FUTURE FORWARD

CHICAGO, ILLINOIS

DECEMBER 2-4, 2024
HYATT REGENCY O'HARE

EVENT GUIDE

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WHY ATTEND:

1 EARN UP TO **18 CDUs/PDUs**
OVER 3 DAYS

2 **TOP QUALITY EDUCATION**
AT COMPETITIVE PRICES

3 REGIONAL ADVISORY BOARD
THAT TARGETS **LOCAL ISSUES**

4 **NETWORKING**
UNLIMITED NETWORKING
OPPORTUNITIES WITH YOUR
PEERS

5 **LOCAL & CONVENIENT**
LOCATION

THANK YOU TO OUR VOLUNTEERS:

Ishita Agrawal

Char Ceci

Norman Eliaser

Francisco Guzman

Kiki McWhorter

Ross Pallan

Cameron Schooley

WIFI INFO:

SSID: **Hyatt_Meeting**

Passcode: **BAWC2024**

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Producer™



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 a 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, 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 18 in total over 3 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
BusinessAnalystWorld
aruddell@macgregorcom.com

2024 KEYNOTE



KEYNOTE

Fry Your Chickens!

PHIL BARTH

PMP, SPEAKER / AUTHOR,
GREAT THINGS HAPPEN, LLC

DECEMBER 2 | 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

Navigating Toxic Waters: The Keys to Understanding Organizational Politics

VINCENT MIRABELLI

PRINCIPAL RESEARCH DIRECTOR

DECEMBER 2 | 3:45pm - 4:45pm

In the ever-evolving business landscape, mastering the art of navigating organizational politics is a vital key to success for business analysts and project managers. Join us for an engaging keynote session that will unravel the complexities of organizational politics and empower business analysts to thrive amidst these dynamics. Through an engaging blend of thought-provoking insights, captivating stories, and real-world examples, we will equip business analysts and project managers with the essential skills and strategies to navigate.

SPEAKERS



KEYNOTE

Get READY for Rapid Change!

APRIL CALLIS-BIRCHMEIER

CCMP, PMP, CSP
CEO/PRESIDENT
SPRINGBOARD CONSULTING

DECEMBER 3 | 8:30am - 9:45am

We are inundated with change. New technologies, operational challenges, and adjusted expectations are creating rapid, compounding change. Discover a model to navigate personal and organizational change while building agility and resilience in yourself and others. Identify strategies and techniques to recognize and overcome resistance, uncertainty, and apprehension. Use the READY framework to design an action plan to adapt to and encourage organizational adoption of change.



KEYNOTE

**"What If I Don't" : Challenge Your Mindset
And Prioritize What You Value Most**

AJ HAWLEY

PSM1, PRINCIPAL CONSULTANT, TRENDS PARENCEY

DECEMBER 3 | 3:45pm - 4:45pm

How familiar does this scenario sound? Looking over your calendar for the day, you see a blue wall of meetings. "How does anyone ever get any work done!?" you wonder. "What if I Don't attend?" you think to yourself as you prepare for the onslaught anyway. We spend too much time doing tasks that are tedious, pointless, lack creativity and frankly don't spark joy. Not to mention the hours we spend in aimless meetings that seem to always result in additional meetings. This session is built to inspire each of us to challenge the standard, outdated business norms and find meaning, value and satisfaction in what we do.



Schedule at-a-glance

Monday, December 2

<p>8:30 am - 9:45 am</p>	 <p style="text-align: right;">Rosemont Ballroom</p> <p>Phil Barth PMP, CEO, Great Things Happen LLC Fry Your Chickens!</p>		
<p>ROOM</p>	<p>John Wayne A/B</p>	<p>LAX A/B</p>	<p>DFW A/B</p>
<p>10:00 am - 11:00 am</p>	<p>Aligning Strategy with Execution using the OKR Framework Bola Adesope SixDots Growth Inc</p>	<p>Seven Ways to Save Your Sanity and Stop Burning Your Toast Glenn Anderson Glenn Anderson Speaks</p>	<p>Weird Science: Build your own Custom GPT (using non-sensitive data) Leslie Hughes PUNCH!media</p>
<p>11:15 am - 12:15 pm</p>	<p>Being a BA on a BADgile Project Steve Jones ISO New England</p>	<p>Building and Maintaining Actionable Multi-team Plans Paul Herzog Bitovi</p>	<p>Step Into the Light! Working your Genius & Cracking the Code: How Understanding People Unlocks Business Analysis Success Katie McLennan Marco Technologies, LLC</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Elicitation by Example Jennifer Battan Out of the Box BA</p>	<p>Strategic Business Analysis Psychometrics Trent Leopold CoD</p>	<p>When Projects Give You Lemons - Prevent Scurvy: Analyzing Project Problems to Ensure You Solve the Right Concerns AJ Hawley Trendsparency</p>
<p>2:30 pm - 3:30 pm</p>	<p style="text-align: right;">Rosemont Ballroom</p> <p style="text-align: center;">Round Table Discussions: Unleashing Collective Wisdom: Sharing Best Practices in Business Analysis</p>		
<p>3:45 pm - 4:45 pm</p>	 <p style="text-align: right;">Rosemont Ballroom</p> <p>Vincent Mirabelli CBAP, MBB. PMP, Principal Research Director, Info-Tech Research Group Navigating Toxic Waters: The Keys to Understanding Organizational Politics</p>		
<p>4:45 pm - 6:00 pm</p>	<p>Networking Reception</p>		

Schedule at-a-glance

Tuesday, December 3

<p>8:30 am - 9:45 am</p>	 <p style="text-align: right;">Rosemont Ballroom</p> <h2 style="text-align: center;">April Callis-Birchmeier</h2> <p style="text-align: center;">CCMP, PMP, CSP, CEO/President, Springboard Consulting Get READY for Rapid Change!</p>		
<p>ROOM</p>	<p>John Wayne A/B</p>	<p>LAX A/B</p>	<p>DFW A/B</p>
<p>10:00 am - 11:00 am</p>	<p>Generative AI vs. Degenerative AI - Taming the Communications Beast Phil Barth Great Things Happen LLC</p>	<p>Power of Data Visualizations Banu Raghuraman Perficient</p>	<p>The T-Shaped Business Analyst Dave Saboe Mastering Business Analysis</p>
<p>11:15 am - 12:15 pm</p>	<p style="text-align: center;">Panel Discussion: Rosemont Ballroom “BA 2030: Shaping the Future of Business Analysis” Bola Adesope, Norman Eliaser, Vince Mirabelli, Banu Raghuraman Moderator: AJ Hawley</p>		
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Story Maps that Work - Hands on Creating a Story Map Jennifer Battan Out of the Box BA</p>	<p>Thank You! Leveraging the Power of Appreciation to Increase Stakeholder Engagement Joy Toney ALSAC</p>	<p>The Business Analyst’s Guide to ESG: Tools, Techniques, and Trends Vincent Mirabelli Info-Tech Research Group</p>
<p>2:30 pm - 3:30 pm</p>	<p>Recharge! Jennifer Bedell Mariner Innovations</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>Navigating Business Analysis Through Leadership Compass: Leading with Passion and Purpose Dr. Jimmy Godard Global Compass LLC</p>
<p>3:45 pm - 4:45 pm</p>	 <p style="text-align: right;">Rosemont Ballroom</p> <h2 style="text-align: center;">AJ Hawley</h2> <p style="text-align: center;">PSM1, Principal Consultant, Trendsparency “What If I Don’t” : Challenge Your Mindset And Prioritize What You Value Most</p>		

Workshop Descriptions

Wednesday, December 4 | 9:00am - 3:00pm

BAZINGA! BIG BANG TECHNIQUES (NO JOKE!)

Jennifer Battan

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

Our product approach was in a hot dense state, then fourteen million sprints began, the devs had started... wait, what?! Roadmaps began to cool, new users used the tools, features were prioritized - we built it - we built a solution! Needs, capabilities, unraveling the mysteries that all started with... analysis! With compliments to Dr. Sheldon Cooper and his band of merry scientists, and apologies to The Barenaked Ladies. How do you choose the techniques and approaches to understand strategy, capabilities, needs, details, and everything else that makes a product successful? It sounds as complex as string theory, right? It really isn't rocket science

(though sometimes we do need engineers). In this interactive session we'll unravel the mysteries of technique selection and learn how to better explore our product universe get to the right detail within analysis work. Classic Cooper zingers and shenanigans may ensue.

Learning Objectives

- Where do techniques come from, and how to select the right technique for the goal
- Learn how to identify problems and determine outcomes, not just take an order
- Identify some classic big bang, impactful technique sequences that apply in many situations

COMMUNICATION IS EASY. WHY IS IT SO HARD?

Steve Jones

CBAP, Six Sigma Green Belt, Supervisor, Market Support Business Analysis, ISO New England

Jennifer Bedell

CBAP, SAFe POPM, FLMI, ACS, Mariner Innovations

If you're ready to tackle communication chaos or void like a pro, strap in because this workshop is for you! Delve into the complexities of communication and explore why effective communication can be challenging despite its apparent simplicity. Through interactive lessons and engaging exercises, participants will gain insights into building trust, influencing without authority, and resolving conflicts through effective

communication strategies.

Learning Objectives

- Influence stakeholders without formal authority
- Quickly resolve conflict using communication techniques
- Communicate more effectively by understanding the trust formula

GOOD C.O.P / BAD C.O.P : BUILD A COMMUNITY OF PRACTICE THAT YOUR ORGANIZATION WILL USE

AJ Hawley

PSM1, Principal Consultant, Trendsparency

Does your organization struggle with growing Business Analyst's skills? Have you ever tried building a Community of Practice in your organization only to watch it collapse or never take off to begin with? This workshop will review everything you need to kick off a successful Community of Practice that sticks!

Learning Objectives

- Identifying Key Metrics to Ensure Success
- Building an Individual Practice Framework
- Selling the Organization on a Community of Practice

Workshop Descriptions

Wednesday, December 4 | 9:00am - 3:00pm

STRATEGIC TOOLS FOR BUSINESS ANALYSTS

Vincent Mirabelli

CBAP, MBB, PMP, Principal Research Director, Info-Tech Research Group

How can you effectively select the appropriate tools for enterprise analysis? Additionally, what strategies can ensure your team's success in this endeavor? This course unveils a comprehensive guide to harnessing valuable insights from four crucial enterprise analysis methodologies: PESTLE analysis, Porter's Five Forces, SWOT analysis, and the Three Horizons.

Learning Objectives

- Grasp the nuances of PESTLE, Porter's Five Forces, SWOT, and Three Horizons analyses.
- Integrate organizational factors to enhance analysis accuracy.
- Convert insights into actionable strategies for informed decision-making.

THE AGILE BUSINESS ANALYST BOOT CAMP

Dave Saboe

Enterprise Agile Coach, Mastering Business Analysis

The Agile Business Analyst Boot Camp will expand your knowledge and take your skills to the next level. In this workshop, we'll explore the role of the Business Analyst in an Agile environment. You'll get experience managing backlogs and find out how requirements in Agile differ from traditional project methodologies. This workshop will take you through the entire life cycle of an Agile project through engaging activities and a hands-

on case study with approaches you can use tomorrow.

Learning Objectives

- Effectively create and manage Agile requirements
- Manage a backlog to maximize business value
- Use human centric requirements discovery approaches to create the right solutions

“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

2024 SPONSORS

ASSOCIATION PARTNERS



International Institute of Business Analysis™ (IIBA®) is a professional association leading the global business analysis community to achieve better outcomes through better analysis. With over 30,000 Members and certified professionals, and more than 120 Chapters, 1,200 volunteers, and 500 partners worldwide, IIBA supports the recognition of the profession within organizations, enables networking and community engagement, provides foundational standards and resources, and offers internationally recognized certification programs for career advancement.



The Chicago Chapter of the International Institute of Business Analysis has been serving the Chicagoland area for over 10 years with Chapter programs and activities, career development, mentoring, and other professional support services. All are welcome at our Chapter meetings which are held the first Wednesday of most months. Please visit our Chapter web site at www.chicago.iiba.org to see more.



The mission of the IIBA Southeast WI Chapter is to support the business analysis community throughout Wisconsin. We do this in two ways:

- By growing the network of people who are doing business analysis
- By strengthening or expanding the industry standard toolkit of Business Analysts

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2024 CONFERENCES



2025 CONFERENCES

