

**PROJECT  SUMMIT**  
**BUSINESS ANALYST WORLD**

# **FUTURE FORWARD**

**WASHINGTON, DC**

JUNE 16 - 18, 2025

THE WESTIN ARLINGTON GATEWAY

**ON-LINE BROCHURE**



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## ADVISORY BOARD: WHY ATTEND:

Harlan Bennett	Ever Evolving
Mindy Bohannon	Excella, IIBA Washington DC Chapter
Dave Davis	Cincinnati Children’s Hospital Medical Center
John Fraser III	Process Evolutionary Facilitator
Steve Palmer	An Ever Evolving Businessman
Jennifer Forrest	Esusu
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- 1** EARN UP TO **16 PDUs and CDUs over 3 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

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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, ProjectSummit\*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  
ProjectSummit\*BusinessAnalystWorld  
aruddell@macgregorcom.com

# 2025 KEYNOTE SPEAKERS

## KEYNOTE

### Heroes Assemble! Discover the Hidden Superpowers of Your Team to Thrive

**AMY YACKOWSKI**

FOUNDER & CHIEF EVOLUTION OFFICER  
PAINTED PORCH STRATEGIES



JUNE 16 | 8:30AM - 9:45AM

Ever wished you could be like Harry Potter, Luke Skywalker, Frodo Baggins, or Captain Marvel? Well, today is your lucky day! Just like them, you have hidden superpowers that have been waiting to emerge. But, just like them, you can't win the day alone...it takes a team to overcome obstacles and achieve greatness - together. During this session, you'll learn how to tap into your and your team's real-life superpowers to create your own unstoppable squad focused on shared alignment & success!

#### Learning Objectives

- How to better work, collaborate, communicate, and connect with others to create a super squad for shared success
- Gain awareness to your own and your team members' elemental styles and strengths to create balance, support, and appreciation
- Identify the elemental behaviors you and your team members possess that can lead to imbalance and dysfunction

## KEYNOTE

### Developing The Nimble Characteristics

**FABRÍCIO LAGUNA**

CBAP, AAC, CPOA, PMP, MBA, CONSULTANT  
AND TRAINER, THE BRAZILIAN BA



JUNE 16 | 2:30pm - 3:30pm

To survive in the current competitive business environment an organization must develop the capability to sense changes and respond adequately in small learning cycles based on a clear business vision. Implementing an Agile framework or methodology is not enough. The organization's task force must be business-driven, empowered to take decisions, and enabled with the correct skills and structure. In this presentation: • storytelling explains the difference between Agile and Nimble; • practical and engaging group exercise feeds the nimble mind while builds interactive connections between participants; • live experiment simulates an organization evolution and demonstrates how the BA & PM Mindset can offer the 8 characteristics of a nimble organization.

#### Learning Objectives

- Identify and learn how to develop the characteristics of a nimble organization using the BA Mindset
- Understand what means to be nimble and its importance
- Develop collaboration and connections in practical and fun exercises

# 2025 KEYNOTE SPEAKERS



KEYNOTE

## Empowerment is no longer an option

**BANU RAGHURAMAN**

CBAP, P.ENG, CSM, CSSBB, CSPO  
PRODUCT MANAGER, PERFCIENT

JUNE 17 | 8:30AM - 9:45AM

Gone are the days when you waited for decision makers in the organization. Every level of work needs leadership. But is your organization giving you the right level of support to be the right leader. Let's explore why empowerment should be a default expectation in today's work environments and how do we build it.



KEYNOTE

## Navigating Toxic Waters: The Keys to Understanding Organizational Politics

**VINCENT MIRABELLI**

CBAP, MBB, PMP, PRINCIPAL RESEARCH DIRECTOR,  
INFO-TECH RESEARCH GROUP

JUNE 17 | 2:30pm - 3:30pm



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

### Learning Objectives

- Quickly assess and understand the political landscape of your organization
- Understand how to navigate the minefield of everyday organizational politics
- Learn the art of political behaviour; the good, the bad, and the terrifying



## Schedule at-a-glance

Monday, June 16

<p>8:30 am - 9:45 am</p>	 <p><b>Amy Yackowski</b>                  Founder &amp; Chief Evolution Officer, Painted Porch Strategies  <b>Heroes Assemble! Discover the Hidden Superpowers of Your Team to Thrive</b></p>		
	<p><b>PROJECT MANAGEMENT</b></p>	<p><b>SHARED</b></p>	<p><b>BUSINESS ANALYSIS</b></p>
<p>10:00 am - 11:00 am</p>	<p>Aligning Projects with Corporate Strategy in a Disrupted World  <b>Lauri Accardi</b>                  CataPoint Consulting LLC</p>	<p>Generative AI vs. Degenerative AI - Taming the Communications Beast  <b>Phil Barth</b>                  Great Things Happen LLC</p>	<p>The Essential Skill Sets Business Analysts Need Today and Tomorrow  <b>Jamie Champagne</b>                  Champagne Collaborations</p>
<p>11:15 am - 12:15 pm</p>	<p>Context Counts – Project Analysis, How are We Doing? What is the Goal for the Next Iteration?  <b>Dave Davis</b>                  Cincinnati Children’s Health</p>	<p>Human-Centered Design: Baking Empathy and Curiosity into the Employee Experience  <b>Mindy Bohannon</b>                  Excella</p>	<p>Understanding People, Unlocking Genius: Applying Anthropology in Business Analysis and Project Management  <b>Katie McLennan</b>                  Marco Technologies, LLC</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Driving Organizational Success With Project Excellence  <b>Jennifer Moon</b>                  MHS Inc.</p>	<p>The Power of Data Visualizations  <b>Banu Raghuraman</b>                  Perficient</p>	<p>Backlog Refinement: “Writing stories” isn’t the whole story  <b>Kent McDonald</b>                  KBPMedia</p>
<p>2:30 pm - 3:30 pm</p>	 <p><b>Fabrício Laguna</b>                  CBAP, AAC, CPOA, PMP, MBA, Senior Advisor for the President and CEO, IIBA - The International Institute of Business Analysis  <b>Developing The Nimble Characteristics</b></p>		

## Schedule at-a-glance

Tuesday, June 17

<p>8:30 am - 9:45 am</p>	 <p><b>Banu Raghuraman</b>                  CBAP, P.Eng, CSM, CSSBB, CSPO, Product Manager, Perficient  <b>Empowerment is no longer an option</b></p>		
	<p><b>PROJECT MANAGEMENT</b></p>	<p><b>SHARED</b></p>	<p><b>BUSINESS ANALYSIS</b></p>
<p>10:00 am - 11:00 am</p>	<p>The Future of Project Management: Navigating AI and Automation in Agile Frameworks  <b>Lauri Accardi</b>                  CataPoint Consulting LLC</p>	<p>Building the Business Case for AI  <b>Jamie Champagne</b>                  Champagne Collaborations</p>	<p>This is the Greatest Show! Backlog Management, PT Barnum Style  <b>Jennifer Battan</b>                  Out of the Box BA</p>
<p>11:15 am - 12:15 pm</p>	<p>Integrating Peer and AI Coaching to Develop Communication and Collaboration Skills  <b>Lorraine Weaver</b>                  Thompson Rivers University</p>	<p>Speak with Style: The 6 Communication Styles for Action &amp; Impact  <b>Rob Hunter</b>                  Painted Porch Strategies</p>	<p>The Neuroscience Behind the BA Mindset. The Human Thinking Processes Applied  <b>Trent Leopold</b>                  CoD  <b>Fabrcio Laguna</b>                  IIBA</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Everything I Needed to Know about Project Management, I Learned While Wearing Adult Diapers  <b>Phil Barth</b>                  Great Things Happen LLC</p>	<p>Just Beyond the Horizon: What's Next for Business Analysis?  <b>Vincent Mirabelli</b>                  IIBA Toronto Chapter</p>	<p>Story Maps that Work - Hands on Creating a Story Map  <b>Jennifer Battan</b>                  Out of the Box BA</p>
<p>2:30 pm - 3:30 pm</p>	 <p><b>Vincent Mirabelli</b>                  CBAP, MBB. PMP, Principal Research Director, Info-Tech Research Group, President, IIBA Toronto Chapter  <b>Navigating Toxic Waters: The Keys to Understanding Organizational Politics</b></p>		

## Workshop Descriptions

Wednesday, June 18 | 9:00am - 3:00pm

### “REAL NEEDS” INVESTIGATION – ELICITATION TECHNIQUES APPLIED

#### **Fabrizio Laguna**

CBAP, AAC, CPOA, PMP, MBA, Senior Advisor for the President and CEO, IIBA - The International Institute of Business Analysis

The term “elicitation” means to bring out, or expose. The requirements of a project are often hidden and must be elicited so that they can be understood, analyzed, and validated by all stakeholders. To act as a Business Analyst, the professional must be able to obtain this information from different elicitation techniques. Many of those will involve a complexity of communication and consideration of cultural, behavioral, and psychological factors. This practical workshop applies concepts through case studies that allow the student to apply the techniques during the course, thus increasing assimilation and memorization. The instructor makes use of theatrical techniques of role-playing

characters to simulate interview and meeting situations. Take responsibility for identifying “real” problems and opportunities using the investigative elicitation techniques presented in this workshop.

#### **Learning Objectives**

- Conducting investigative elicitation techniques
- Encourage the Business Analyst to take responsibility for identifying the “real” problems and opportunities
- Experience and learn how to deal with communication problems with different profiles of respondents in case studies with characters played by the instructor

### AI ESSENTIALS FOR PROJECT MANAGERS AND BUSINESS ANALYSTS: AN INTRODUCTORY WORKSHOP

#### **Jamie Champagne**

CBAP, PMP, Champagne Collaborations

This six-hour introductory workshop provides project managers and business analysts with a foundational understanding of AI, its applications, and hands-on experience with AI tools. Workshop will cover the basics of AI and its use in various industries, how AI streamlines processes and enhances decision-making, articulating AI’s business value and creating compelling cases and hands-on practice with interactive demos and practical exercises with AI tools.

#### **Learning Objectives**

- Identify and utilize AI tools to improve efficiency and decision-making while practicing with basic AI applications
- Explain the basics of AI and its relevance to business and its applications
- Build a business case for AI within their organization





## Workshop Descriptions

Wednesday, June 18 | 9:00am - 3:00pm

### CLEARER COMMS, FASTER WINS: QUICKEN & CLARIFY YOUR PROJECT COMMUNICATION

Projects are a continual flood of messages: meetings, updates, chats, and the latest hair-on-fire crisis. You are constantly responding to endless requests and “high-priority” issues. Endless communication can lead to costly mistakes. Miscommunications that flow downstream. Lost time and productivity. The solution is to communicate with clarity and efficiency. Rob Hunter, a seasoned radio talk show host, will guide you through his proven C.L.E.A.R. framework to be heard, read, and understood.

#### **Rob Hunter**

M.C. (Master of Communication), Chief Messaging Officer, Painted Porch Strategies

#### **Amy Yackowski**

Founder & Chief Evolution Officer, Painted Porch Strategies

#### **Learning Objectives**

- Identify common communication challenges that slow down projects
- Increase team collaboration and reduce miscommunication-related errors
- Develop techniques to craft clear, concise, and impactful communication and deliver your message effectively in writing and verbally

### UNRAVELLING THE PRODUCT MANAGEMENT MINDSET

Let’s explore the concepts within product management that can be leveraged in a BA or PM role to strengthen your skills

#### **Banu Raghuraman**

CBAP, P.Eng, CSM, CSSBB, CSPO, Product Manager, Perficient

and relationships in an agile or product led organization.



## 2025 FALL CONFERENCES



**PS\*BAW BOSTON**  
October 20-23, 2025



**PW\*BAW VANCOUVER**  
November 3-6



**BAW CHICAGO**  
December 2025