

**PROJECT  SUMMIT
BUSINESS ANALYST WORLD**

FUTURE FORWARD

ORLANDO, FLORIDA

APRIL 27-29, 2026

RENAISSANCE ORLANDO RESORT & SPA
AT DISNEY SPRINGS

ON-LINE BROCHURE



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ADVISORY BOARD:

WHY ATTEND:

- AJ Hawley - Trendsparency
- Andrew Kulp - Nutanix
- Casey Myers - University of Illinois
- Courtnee Cutler - NYISO
- Felicia Joyner - TekBizTranslations
- George Hresko - Travelers
- Simas Bandzevicius - IIBA Tampa Bay
- Siobhan Heaney - Heaney Consulting

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- 2** **TOP QUALITY EDUCATION** AT COMPETITIVE PRICES
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- 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

Welcome to ProjectSummit*BusinessAnalystWorld—one of the most collaborative and genuinely welcoming conferences for Project Managers and Business Analysts.

Yes, you'll learn a lot here—but you'll also laugh, connect, and feel like part of a community.

This conference brings together PMs and BAs from a wide range of industries who are all here for the same reason: to grow their skills, share real-world experiences, and connect with people who get what they do. The atmosphere is friendly, open, and refreshingly inclusive—whether you're attending solo or with colleagues, you'll never feel like a stranger.

One of the things that truly sets ProjectSummit*BusinessAnalystWorld apart is our speakers. They don't just fly in, deliver a session, and disappear. Our speakers stay for the entire conference—attending sessions, joining conversations, and making themselves available to answer questions and offer guidance. It creates an environment where learning continues well beyond the classroom and conversations happen naturally.

From expert-led sessions and practical workshops to peer-to-peer discussions and hallway chats, the experience is designed to be engaging, interactive, and—most importantly—fun. You'll leave with new ideas, new connections, and tools you can put to work right away.

If you're looking for high-quality education, meaningful networking, and a conference experience that feels as energizing as it is valuable, this is one you don't want to miss. I hope you'll join us in Orlando and be part of what makes this community so special.

See you there!

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

2026 KEYNOTE SPEAKERS



KEYNOTE

The Authority Within: How to Influence When You're Not in Charge

VICTOR NICHOLS II

COACH VIC, STRATEGIC PARTNERSHIPS AND ENGAGEMENT LEAD, GENENTECH

APRIL 27 | 8:30AM - 9:45AM

In today's matrixed organizations, your title doesn't guarantee influence — your behavior does. In this engaging, action-oriented session, Coach Vic teaches you how to build trust, communicate convincingly, and move people toward shared goals even when you're not "in charge." Attendees leave with practical tools they can apply immediately to elevate their leadership impact.

Learning Objectives

- Attendees/participants will learn how to harness the dynamics of power which can help them lead more effectively, productively, and authentically.
- Attendees/participants will explore their own leadership strengths and potential derailers.
- Attendees/participants will have the opportunity to pinpoint challenges and solutions related to developing talent.



KEYNOTE

Ted Lasso Leadership

JEFF HARRY

INTERNATIONAL POSITIVE PSYCHOLOGY PLAY SPEAKER
REDISCOVER YOUR PLAY

APRIL 27 | 3:45pm - 4:45pm

85% of employees are disengaged at work. Staff leave because they don't feel seen, heard, or appreciated. Who knew the answer to this lies in a show called Ted Lasso? Ted's leadership style is vital for companies because it demonstrates the effectiveness of a more holistic and inclusive approach to being a leader. It combines empathy, intuition, and collaboration, which creates a compassionate work culture. He balances it with cultivating assertiveness, decisiveness, and accountability, which leads to a more productive and results-oriented work culture. Ted Lasso also embraces play as crucial to building camaraderie and a solid foundation for AFC Richmond. In this session, we will explore how play and positive psychology are essential to building psychological safety in this surreal new reality of work. We will analyze through the lens of Ted Lasso what currently needs to be added to your workplace that would create the culture your staff is looking for to feel comfortable playing. Finally, we will determine the initial steps you need to take to create a "stay curious" environment where staff can do their most vibrant work.

2026 KEYNOTE SPEAKERS



KEYNOTE

Radical Adaptability as a Secret Weapon for Individuals, Project Teams, and Organizations

TYLER NORMAN

DIRECTOR, STRATEGIC SUPPLY CHAIN PROGRAMS

APRIL 28 | 8:30AM - 9:45AM

Strength without agility is mere mass - Fernando Pessoa. In a world where complexity and the pace of change continues to explode, agility and adaptability are no longer “nice to have” but a minimum requirement for survival. In this interactive session you’ll learn the specific challenges this theme presents to individuals, teams, and organizations, as well as strategies for each to thrive through this era of constant disruption.

Learning Objectives

- Identify specific opportunities, both immediate and long-term, to thrive and differentiate yourself through change
- Implement strategies to systematize agility at an individual, project team, and organizational level
- Understand the unique challenges presented by today’s era of continuous disruption, and risks for those who don’t address these challenges head on



KEYNOTE

Puppies and Chickens and Diapers, Oh My! Making Life Better by Using AI

PHIL BARTH

PMP, SPEAKER / AUTHOR, GREAT THINGS HAPPEN, LLC

APRIL 28 | 2:30pm - 3:30pm



From puppies to rubber chickens to one unforgettable diaper story, Phil Barth takes you on a hilarious, heartfelt journey through the chaos of life—and how AI can help tame it. You’ll laugh, learn, and discover how technology and empathy together can make both work and life run a little smoother (and cleaner).

Learning Objectives

- Discover practical ways AI can simplify everyday life and communication—at home and at work.
- Learn how humor and experimentation make AI approachable and encourage creativity and collaboration.
- Explore why empathy remains our most powerful “human technology,” and how embracing both AI and humanity leads to better results and relationships.

Schedule at-a-glance

Monday, April 27

<p>8:30 am - 9:45 am</p>	 <p>Victor Nichols II Coach Vic, Strategic Partnerships and Engagement Lead, Genentech The Authority Within: How to Influence When You're Not in Charge</p>		
	<p>PROJECT MANAGEMENT</p>	<p>SHARED</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>From Plans to Impact: Using Storytelling to Drive Project Adoption and Results Joe Shaw Azure, Microsoft Fabric, and responsible data architecture</p>	<p>Stop Collecting Contacts and Start Creating Connections: Powerful Networking Secrets That Don't Feel Cringey Leslie Hughes PUNCH!media</p>	<p>Black Mirror Mode - How Not To Write AI Requirements? Banu Raghuraman Perficient</p>
<p>11:15 am - 12:15 am</p>	<p>How to Sink Your Project Jennifer Moon The Guidance Office</p>	<p>Boss Moves: Embrace Your Power, Ditch the Drama, and Thrive! Felicia Joyner TekBizTranslations</p>	<p>Beyond Requirements: How UX Uncovers the Needs Your Users Won't Tell You Alex Schulko nvisia</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Project Management and Mixology Matthew Johnson Power Digital Marketing</p>	<p>Yes, And... Vincent Mirabelli IIBA Toronto Hans Eckman Info-Tech Research Group</p>	<p>A Late Bloomer's Guide to GenAI: Ethics, Bias, and Effective Prompting Mindy Bohannon Excella</p>
<p>2:30 pm - 3:30 pm</p>	<p>Mayday! Mayday! My copilot is Copilot!" What Smart PMs do when Copilot is the only option Phil Barth Great Things Happen LLC</p>	<p>Your Ultimate Teambuilding Playbook Erica Woods Apex Systems</p>	<p>It's a User Story. It's a Requirement. No! It's Super BA! Be a Superhero When Managing Your Requirements Jennifer Bedell Mariner Innovations</p>
<p>3:45 pm - 4:45 pm</p>	 <p>Jeff Harry Positive Psychology Play Speaker, Rediscover Your Play Ted Lasso Leadership</p>		

Schedule at-a-glance

Tuesday, April 28

<p>8:30 am - 9:45 am</p>	 <p>Tyler Norman Scholastic Radical Adaptability as Your Secret Weapon to Thrive Through Disruption</p>		
	<p>PROJECT MANAGEMENT</p>	<p>SHARED</p>	<p>BUSINESS ANALYSIS</p>
<p>10:00 am - 11:00 am</p>	<p>“Wagile”: Exploring Hybrid Project Management Methodologies V. Lee Henson AgileDad</p>	<p>Solution Approaches for PMs and BAs Robert Churchill Churchill Analysis, LLC</p>	<p>The BA Chameleon: Adapting Communication, Facilitation & Conflict Resolution Casey Myers University of Illinois Foundation</p>
<p>11:15 am - 12:15 pm</p>	<p>Confidence Unleashed: The Hidden Power of Success Trent Leopold University of Texas</p>	<p>How HUNTR/X taught me to defeat my inner demons Hans Eckman Info-Tech Research Group</p>	<p>Terminators Alert! Artificial Intelligence vs Personal Intelligence Banu Raghuraman Perficient</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Building Sandcastles With the Tide Coming In Matthew Johnson Power Digital Marketing</p>	<p>Mastering Digital Body Language in the Age of AI Leslie Hughes PUNCH!media</p>	<p>The Business Analyst’s Guide to ESG: Tools, Techniques, and Trends Vincent Mirabelli IIBA Toronto Chapter</p>
<p>2:30 pm - 3:30 pm</p>	 <p>Phil Barth PMP, CEO, Great Things Happen LLC Puppies and Chickens and Diapers, Oh My! Making Life Better by Using AI</p>		

Symposium Sessions

Monday, April 27

10:00am - 11:00am

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Black Mirror Mode - How Not To Write AI Requirements?

Banu Raghuraman

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

AI is going to be foundational for everything built in the future. It is the smart way to go, to maximize the knowledge from historical data and free up human capabilities from mundane tasks. However, capturing requirements for AI apps is vastly different from how we have captured waterfall or agile requirements. If we miss key aspects, an episode from Black Mirror won't be far. What we do as BAs and PMs today - will make a difference in the AI landscape in the future.

Learning Objectives

- Understanding why AI requirements is different from before
- Principle and guidance to consider when developing AI solutions
- What does AI readiness look like



From Plans to Impact: Using Storytelling to Drive Project Adoption and Results

Joe Shaw

Principal Data Engineer helping enterprises bridge data engineering, AI, and analytics through Azure, Microsoft Fabric, and responsible data architecture.

Imagine. You have an exciting project with a great plan, realistic timeline, and a highly skilled team. You're living the dream! But the project still fails. Why? The tendency is look at the logistics or perhaps the team, and that works ... sometimes. But more often than not, projects fail because the value of the work never truly landed with the people it was meant to serve. In an environment saturated with status reports, Gantt charts, and KPIs, information alone is no longer enough to drive alignment, adoption, or action. What successful project leaders understand is this: people don't rally behind plans. They rally behind stories. In this session, Senior Engineer and storyteller Joe Shaw explores how proven storytelling frameworks can be applied to project management to increase engagement, clarity, and outcomes. Attendees will learn how to use storytelling techniques at every phase of a project: from shaping the initial problem statement, to navigating uncertainty and risk, to communicating progress and returning stakeholders to the business with meaningful results. The session reframes project delivery as a shared journey, helping teams and leaders see obstacles as narrative tension, milestones as transformation points, and outcomes as earned resolutions. This is a practical, hands-on talk focused on real-world delivery challenges. Participants will leave with concrete frameworks, communication templates, and tools they can immediately apply to improve stakeholder buy-in, decision-making, and post-delivery adoption without adding more process or overhead. When projects are treated like stories, teams don't just execute plans. They create impact.

Learning Objectives

- Apply storytelling frameworks to improve stakeholder alignment and engagement throughout the project lifecycle
- Increase adoption and value realization by framing project delivery as a shared journey
- Communicate project progress, risks, and outcomes in ways that drive understanding and action



Stop Collecting Contacts and Start Creating Connections: Powerful Networking Secrets That Don't Feel Cringey

Leslie Hughes

CEO/Principal of PUNCH!media, PUNCH!media

Networking isn't about collecting contacts and business cards, it's about building authentic visibility before you need it. This workshop gives PMs and BAs strategies, scripts, and LinkedIn tactics to create meaningful connections, strengthen influence, and make their network work for them.

Learning Objectives

- Discover how to build and maintain a professional network before you need it.
- Use practical scripts and exercises to turn small interactions into lasting professional relationships.
- Apply modern LinkedIn and digital visibility strategies to showcase expertise

Symposium Sessions

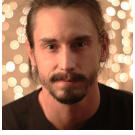
Monday, April 27

11:15am - 12:15pm

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Beyond Requirements: How UX Uncovers the Needs Your Users Won't Tell You

Alex Schulko

Senior UX Architect Consultant, Product Strategist, Senior UX Architect, nvisia

Traditional requirements capture what users say they want, but UX research reveals what they actually need. This session explores how usability testing, behavioral data, and UX insights uncover hidden pain points, leading to more accurate requirements, reduced rework, and better product-market fit. Learn practical strategies to enhance business analysis with UX-driven techniques.

Learning Objectives

- Recognize the gap between stated requirements and actual user behavior
- Learn how to apply UX insights to refine requirements and reduce rework
- Learn how to use usability testing and behavioral data to uncover hidden user needs



Boss Moves: Embrace Your Power, Ditch the Drama, and Thrive!

Felicia Joyner

Speaker, Author, Coach, TekBizTranslations

You weren't born to blend in—you were built to lead. This session is your blueprint for career domination. We'll break down the power of strategic thinking, authentic relationships, and knowing your worth—no fluff, no fear. Get ready to ditch the drama, make boss moves, and thrive like the powerhouse you are.

Learning Objectives

- Negotiate Your Worth: Own your value, speak up, and step into roles and rooms like you belong—because you do.
- Think Like a Leader: Learn a repeatable framework to tackle challenges with clarity and confidence.
- Communicate with Power: Build trust, navigate workplace politics, and influence without authority.



How to Sink Your Project

Jennifer Moon

PMP, CCMP, CTDP, CRP, Principal, The Guidance Office

Learn how to navigate the turbulent waters of project management by avoiding the pitfalls that sank the Titanic. This talk explores 'Titanic Syndrome' and emphasizes the importance of effective stakeholder communication, team preparedness, and the intelligent use of best practices and technology. Attendees will gain insights into building skilled and collaborative teams, embracing experimentation, and leveraging change to ensure project success.

Learning Objectives

- Learn the Titanic Syndrome framework and tool.
- Understand the importance of effective communication, team preparedness, processes, and technology in project success.
- Evaluate the impact of best practices and the role of leadership decisions on project outcomes.

Symposium Sessions

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Monday, April 27

1:15pm - 2:15pm



A Late Bloomer’s Guide to GenAI: Ethics, Bias, and Effective Prompting

Mindy Bohannon

CBAP, BA, Excella

As generative AI rapidly advances, understanding its ethical implications, inherent biases, and effective prompting techniques becomes crucial. All AI models can inadvertently encode human bias during training, potentially leading to discriminatory outputs lacking the social contexts and reasoning that govern human behavior. This talk will explore managing AI bias, provide prompting best practices to steer outputs, and examine the need for ongoing human oversight. Ultimately, recognizing GenAI’s strengths and weaknesses allows us to capitalize on its capabilities for mundane tasks while focusing human effort on more cognitively demanding priorities.

Learning Objectives

- Practical methods for recognizing our own bias in the moment and working through it in conversations
- Understand where bias comes from, why we have bias, how we use bias
- Review the hundreds of recognized biases



Project Management and Mixology

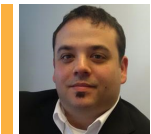
Matthew Johnson

CSM, PMP, Managing Director of Enterprise Operations & PMO, Power Digital Marketing

Referring to the three key domains: “People, Process, and Business Environment”, Matthew combines his experience in project management with his passion for mixology to illustrate how these elements can be adapted and modified for the appropriate outcome. Using the classic cocktail examples of shaken, stirred, and built, Matthew will walk you through the approaches a PM must take when constructing a project approach to ensure the correct balance is achieved for success.

Learning Objectives

- Understand how the domains can be modified and adapted to achieve balance under some common, real-life scenarios
- Understand the core domains of project management: People, Processes, and Business Environment
- Learn how the core domains must be balanced, and the potential consequences if the domains are misaligned to the project



Yes, And...

Vincent Mirabelli

CBAP, MBB, PMP, Principal Research Director, Info-Tech Research Group, President, IIBA Toronto Chapter



Hans Eckman

Principle Research Director, Info-Tech Research Group

Ladies and gentlemen, let’s get ready to RUMBLE! Well, sort of... Come to this open topic battle of wit and wisdom between “Vicious Vincent Mirabelli” and “Helpful Hans Eckman” Vince and Hans will take opposing positions and approaches to each topic in an epic battle to the death! OK, maybe not to the death, but you will quickly learn different ways to face and overcome common challenges. Bring your topics, and cheer for your favorite champion!

Symposium Sessions

Monday, April 27

2:30pm - 3:30pm

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Mayday! Mayday! My co-pilot is Copilot!” What Smart PMs do when Copilot is the only option

Phil Barth

PMP, CEO, Great Things Happen LLC

Project managers are often told to “use AI” while being limited to a single, security-approved tool: Copilot. Meanwhile, the cool kids are doing amazing things with Claude, Gemini, and ChatGPT. So what’s a poor PM to do? This session shows how PMs use Copilot as a thought partner—not something that just spits out answers. The focus is on getting unstuck faster: turning vague asks into actual requirements, not burning out on every tiny decision, communicating with stakeholders who actually get it, and trusting their own judgment instead of endlessly workshopping every choice. PMs also see that a lot of what the cool kids attribute to “better AI tools” really comes down to asking better questions. Frame the problem right, and Copilot gives you what you need—no security violation required.

Learning Objectives

- Use smart workarounds and framing techniques to get Copilot to produce outcomes usually associated with more powerful tools
- Identify where Copilot genuinely performs well for PM work—and lean into those strengths
- Work confidently within constraints without losing momentum or credibility



It’s a User Story. It’s a Requirement. No! It’s Super BA! Be a Superhero When Managing Your Requirements

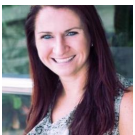
Jennifer Bedell

CBAP, SAFe POPM, FLMI, ACS, Senior Business Analyst / Community Leader, Mariner Innovations

Do your stakeholders think you are a superhero? Do they think you can leap over tall buildings in a single bound? Do you sometimes get lost within your own web of requirements? Learn some quick and simple ways to manage your requirements so your stakeholders and project team will call you a superhero!

Learning Objectives

- Understand the different forms and types of requirements
- Learn techniques to keep your stakeholders focused on the current scope
- Discover simple ways to organize your requirements



Your Ultimate Teambuilding Playbook

Erica Woods

Director, IT Contractor Programs and Philanthropy, Apex Systems

“What ideas do you have to help unite and bond teams? What creative teambuildings do you recommend, both virtually or in-person? What are some specific teambuilding exercises to help connect the team to both our personal and professional missions?” Join us for a fun discussion on 12+ creative teambuilding ideas you can give a try to help take your team’s connection to the next level, which will yield way more positive benefits than a more fun, energetic and positive team environment!

Learning Objectives

- Learn in-person teambuilding ideas
- Identify multiple team bonding exercises
- Learn virtual teambuilding ideas

Symposium Sessions

Tuesday, April 28

10:00am - 11:00am

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“Wagile”: Exploring Hybrid Project Management Methodologies

V. Lee Henson

President & Founder, AgileDad

Most organizations don't live in a purely Agile or purely Waterfall world. Instead, they operate somewhere in the middle, a hybrid environment often referred to as “Wagile.” In these environments, leadership expectations, governance models, compliance requirements, and legacy planning structures frequently collide with Agile delivery practices. The result can be confusion, friction, and teams struggling to reconcile predictability with adaptability. In this practical and engaging session, Certified Scrum Trainer® V. Lee Henson explores the reality of hybrid project environments and why Wagile has become one of the most common delivery models in modern organizations. Participants will gain insight into: • Why Wagile environments emerge during Agile transformations • The common leadership and governance conflicts that derail hybrid initiatives • Real-world success patterns for balancing Agile delivery with traditional oversight • Warning signs that a hybrid model is creating more harm than value • Practical strategies leaders can use to design intentional hybrid delivery models Through real-world stories, lessons learned from large-scale implementations, and actionable leadership guidance, this session helps participants understand how to navigate the complex middle ground between predictive planning and adaptive execution.



Solution Approaches for PMs and BAs

Robert Churchill

CBAP, PMP, CSM, CSPO, CSD, Process Analyst and Enterprise Architect, Churchill Analysis, LLC

Many things must be considered when designing solutions for customers. This presentation will describe at least fifteen possible solution types and considerations that will guide how you apply the tools of your respective practices. Sometimes you will only facilitate solutioning by SMEs, but knowing what to consider and what approaches are possible will always be helpful. See my (to-be-updated) slide deck from a previous talk at https://rpchurchill.com/presentations/TWLSLseries/06_Approaches/

Learning Objectives

- Understand new ways to provide value to customers.
- Understand the many types of solution types available.
- Understand that many efforts can differ from one another for both BAs and PMs.



The BA Chameleon: Adapting Communication, Facilitation & Conflict Resolution

Casey Myers

Senior Business Systems Analyst, University of Illinois Foundation

Business Analysts must be chameleons—adapting communication styles to engage diverse stakeholders effectively. This session explores how to adjust tone, facilitate discussions, and resolve conflicts with confidence. Learn techniques to connect with project sponsors, managers, developers, and supervisors while also leveraging AI as a communication assistant. Gain practical skills to navigate conversations with clarity and impact.

Learning Objectives

- Utilize facilitation techniques to guide discussions, encourage collaboration, and navigate difficult conversations.
- Adapt communication styles to effectively engage with different stakeholders, including project sponsors, project managers, developers, and supervisors.
- Apply conflict resolution strategies to turn disagreements into productive outcomes while leveraging AI as a supporting communication tool.

Symposium Sessions

Tuesday, April 28
11:15am - 12:15am

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Confidence Unleashed: The Hidden Power of Success

Trent Leopold
Analyst, University of Texas

This dynamic presentation showcases the importance of confidence for successful outcomes. Practical techniques rooted in recent neuroscience research findings are provided to every attendee for gaining, getting and giving more confidence! Learning objectives include defining and understanding confidence as a critical success factor, identifying confidence barriers and triggers, and applying practical strategies founded in neuroscience research for building and sustaining confidence.

Learning Objectives

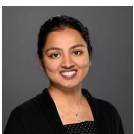
- Identifying Confidence Barriers and Triggers
- Applying Practical Neuroscience Strategies for Building and Sustaining Confidence
- Defining and Understanding Confidence as a Critical Success Factor



How HUNTR/X taught me to defeat my inner demons

Hans Eckman
Principle Research Director, Info-Tech Research Group

“Our faults and fears must never be seen.” On June 20th, 2025, “K-Pop Demon Hunters” quietly launched on Netflix. From the same Sony animation studio behind “Spiderman: Into the Spider-Verse”, the movie and soundtrack haven’t stopped breaking records: Most-watched Netflix original (+326m views in 90 days), the soundtrack reached Platinum, most all-time sales from an all-female group (passing Destiny’s Child), and three songs in the Billboard Hot 100, to name just a few. KDH wasn’t just stunning animation and music. It’s the depth of the characters and their journeys that made the movie so compelling. Demons may not be real (hopefully), but we’re all haunted by moments from our past, imposter syndrome, and self-doubt. If demons represent the damage caused by our faults and fears, then what are the “patterns” that give demons power over us? K-Pop Demon Hunters provides a magical backdrop for understanding our own character development. Their character journeys provide us with three models for harnessing our strengths and finding happiness. In this session, we’ll join HUNTR/X in their battle to destroy our own demons and limitations. SPOILER ALERT, but seeing this keynote before watching the movie will give you a deeper understanding and appreciation for the brilliant storytelling and life insights. •Use lessons from K-Pop Demon Hunters to understand how our “patterns” hold us back and steal our souls. •Apply Rumi’s three approaches to fighting demons to help us defeat our inner demons. •Learn how to find the strength in your voice and use it fly free.



Terminators Alert! Artificial Intelligence vs Personal Intelligence

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

Where does AI end and PI (Personal Intelligence) begin? Can we be human in a world where we are competing with a machine’s efficiency? Let’s look at some instances where we got it wrong and what can we take away from the situation. We will be shaping the AI ecosystem as the builders of AI-based applications, while retaining our human-ness intact.

Learning Objectives

- Bringing harmony between AI and PI
- Case Studies of where we went wrong and our takeaways
- Human Centered Design in building solutions

Symposium Sessions

Tuesday, April 28

1:15pm - 2:15pm

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Building Sandcastles With the Tide Coming In

Matthew Johnson

CSM, PMP, Managing Director of Enterprise Operations & PMO, Power Digital Marketing

In fast-paced, ever-changing industries, the classic project management playbook often flies out the window. Shifting priorities, fuzzy scope, limited stakeholder engagement—but still an urgent need to deliver—can leave even seasoned PMs wondering what processes to hold onto, what to toss, and what to reinvent on the fly. In this session, Matthew Johnson draws on over a decade of experience navigating this unpredictable terrain. He'll share how his project management approach has evolved to match the madness, including how to right-size your PM rigor, evaluate what's working (and what isn't), and know when it's time to pivot. This isn't a session for PMs who thrive in neat Gantt charts and well-defined regulatory frameworks. It's for those of you living in the glorious mess—where chaos reigns, ambiguity is the norm, and progress means keeping your project (and your sanity) intact. Come for the practical tips, stay for the commiseration.

Learning Objectives

- Learn how to align your success goals as a PM with those of your stakeholders
- How to interpret stakeholder signals and adjusting your PM techniques and methodology to adapt.
- Learn how to assess volatile environments and construct an effective project management approach



Mastering Digital Body Language in the Age of AI

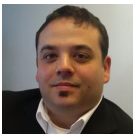
Leslie Hughes

CEO/Principal of PUNCH!media, PUNCH!media

As AI reshapes how we communicate, authenticity is at risk. This session explores the new rules of Digital Body Language, showing PMs and BAs how to detect signals in digital and AI-generated messages, avoid misinterpretation, and ensure their communication builds clarity and trust.

Learning Objectives

- Identify where AI-generated messages distort tone — and learn how to rewrite them effectively.
- Apply practical tactics to strengthen clarity and credibility in every digital interaction.
- Recognize how digital body language signals authenticity, urgency, and trust.



The Business Analyst's Guide to ESG: Tools, Techniques, and Trends

Vincent Mirabelli

CBAP, MBB, PMP, Principal Research Director, Info-Tech Research Group, President, IIBA Toronto Chapter

Let's dive into how the world of business analysis is getting a green makeover with ESG (Environmental, Social, and Governance) principles. This talk isn't about buzzwords or bandwagoning on the latest trends—it's about getting real with how business analysts can use ESG to make smarter decisions, manage risks better, and even spot new opportunities. We will break down the must-know tools and techniques that help assess ESG impacts in a way that's actually useful and not just for show.

Learning Objectives

- Focus on ways to integrate ESG into our current ways of working
- Prepare for a sustainable future, with Business Analysis leading the way.
- Learn what ESG is, and why BAs need to pay attention to it?

Workshop Descriptions

Wednesday, April 29 | 9:00am - 3:00pm

C-SUITE ENGAGEMENT & EXECUTIVE BUY-IN

V. Lee Henson
President & Founder, AgileDad

Too many transformation efforts stall not because the work is hard, but because the right people weren't invited to the table — or they were, and nobody spoke their language. This session gives leaders a pragmatic, no-fluff playbook for turning executives from passive approvers into active sponsors. We'll strip away the jargon and replace it with three things executives actually pay attention to: clear outcomes, short bets, and repeatable governance. Expect real templates (one-page decision memos, spon-

sor cadence scripts), live translation exercises to turn team metrics into executive value, and role-play scenarios you can use the moment you return to the office. If you want predictable, funded change — not theater — this workshop will help you get it. Attendees will leave with:

- A one-page executive brief template that gets decisions — fast.
- A sponsor-activation cadence that prevents “ghost sponsorship.”
- Three scripts to convert technical/operational language into strategic outcomes.

REMAIN IRREPLACEABLE: HUMAN-CENTERED SKILLS FOR LEADING IN AI-DRIVEN ORGANIZATIONS

Hans Eckman
Principal Research Director, Info-Tech / Eckman Guides

AI is transforming IT organizations at a breathtaking pace — automating tasks, accelerating delivery, and reshaping how we define success. But even as technology takes on more of the routine, the most valuable skills remain deeply human. Future-ready project managers, business analysts, and product managers will stand out not by competing with AI, but by mastering the capabilities that machines can't replicate and partnering with AI on low-value activities. This interactive workshop explores the essential human skills that will define leadership and success in AI-centric organizations. Through collaborative exercises, case studies, and practical frameworks, participants will learn how to:

- Think Strategically and Critically: Elevate from managing tasks to shaping vision. Develop the ability to connect AI capabilities to business outcomes and navigate ambiguity in ways

algorithms cannot.

- Foster Human Collaboration: Lead cross-functional teams where humans and AI work seamlessly together. Strengthen facilitation, negotiation, and conflict resolution skills that build trust and alignment.
- Exercise Empathy and Ethical Judgment: Understand stakeholder needs, anticipate potential unintended consequences, and make informed, nuanced decisions grounded in ethics, equity, and the impact on human well-being.
- Communicate with Influence: Translate complex AI-driven insights into compelling stories that inspire action, gain buy-in, and bridge the gap between technical and business worlds.
- Drive Change and Inspire Growth: Guide organizations through rapid transformation with emotional intelligence, resilience, and a focus on continuous learning and innovation.

Workshop Descriptions

Wednesday, April 29 | 9:00am - 3:00pm

SMART PLANNING WITH AI: A FULL-DAY INTERACTIVE WORKSHOP FOR PROJECT MANAGERS AND BUSINESS ANALYSTS

Phil Barth

PMP, CEO, Great Things Happen LLC

This full-day, hands-on workshop teaches project managers and business analysts how to use generative AI to improve planning, prioritize effectively, and stay focused when priorities shift. Led by Phil Barth, the session delivers practical strategies and real-time tools to break down goals, streamline communication, and boost productivity. Attendees will leave with AI-powered systems they can apply immediately to real projects.

Learning Objectives

- Leverage AI to Enhance Project Planning and Prioritization
- Use AI to Stay Focused and Flexible When Priorities Shift
- Integrate AI for Communication, Documentation, and Stakeholder Alignment

THINK SMARTER, NOT HARDER: BRAIN-HEALTHY STRATEGIES FOR COMPLEX PROJECTS USING STRATEGIC MEMORY AND ADVANCED REASONING

Jennifer Bedell

CBAP, SAFe POPM, FLMI, ACS, Senior Business Analyst / Community Leader, Mariner Innovations

Trent Leopold

Analyst, University of Texas

This workshop equips you with techniques proven by neuroscience to enhance your strategic thought processes while enhancing your brain health. You have only one incredibly powerful brain, and this workshop will provide you with practices for caring for your brain while also unleashing its potential to help you and your stakeholders.

Learning Objectives

- Master Strategic Memory Techniques: Learn how to efficiently retain and recall information for better project management and decision-making.
- Enhance Reasoning Skills: Develop advanced tactics for navigating complex, transformational objectives with clarity and precision.
- Apply Brain-Healthy Strategies: Discover neuroscience-backed practices to boost mental performance and resilience.



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