

PROJECT  SUMMIT
BUSINESS ANALYST WORLD

FUTURE FORWARD

ORLANDO, FLORIDA

APRIL 27-29, 2026

RENAISSANCE ORLANDO RESORT -
DISNEY SPRINGS® AREA

EVENT GUIDE



TABLE OF CONTENTS

Advisory Board/Why Attend	2
Greetings from the conference Vice President	3
Keynote Speakers.....	4 - 5
Symposium Sessions At-A-Glance	6 - 7
Symposiums	8 - 15
Workshops	16 - 17

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WHY ATTEND:

- 1** EARN UP TO **18 PDUs** 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
- 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, you've come to the right place! I hope you enjoy your time in Orlando and be part of what makes this community so special.

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

2026 KEYNOTE SPEAKERS



KEYNOTE

Invisible Leadership: Discovering the Secret Impact of Transformational Leaders

VICTOR NICHOLS II

COACH VIC, STRATEGIC PARTNERSHIPS AND ENGAGEMENT LEAD, GENENTECH

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

In this keynote, Coach Vic shares key insights and anecdotal experiences cultivated to close gaps and improve performance from his many years of serving as an Executive Coach to leaders across the spectrum, including C-suite executives. This powerful message is designed to leave every audience feeling inspired to reshape their behaviors in pursuit of becoming a more dynamic and transformative leader.

Learning Objectives

- Attendees/participants will explore their own leadership strengths and potential derailers.
- Attendees/participants will learn how to harness the dynamics of power which can help them lead more effectively, productively, and authentically.
- 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 Your Secret Weapon to Thrive Through Disruption

TYLER NORMAN

DIRECTOR, STRATEGIC SUPPLY CHAIN PROGRAMS,
SCHOLASTIC

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 | 3:45 - 4:45



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 Invisible Leadership: Discovering the Secret Impact of Transformational Leaders</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>From Delivery to Impact: The New Standard for Project Success Jill Diffendal Project Management Institute</p>	<p>Boss Moves: Embrace Your Power, Ditch the Drama, and Thrive! Felicia Joyner TekBizTranslations</p>	<p>Building Intelligent Ecosystems: Tech Leadership for Conservation Impact Mandy Eyrich Principal Product Consultant & Experience Strategist</p>
<p>12:15 pm - 1:15 pm</p>	<p>Lunch</p>		
<p>1:15 pm - 2:15 pm</p>	<p>Leading Across the Divide: How Senior PMs Drive Cross Functional Influence and Strategic Alignment Kristy Smith Boldyn Networks</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 Director, Strategic Supply Chain Programs, 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>Complexity? Hop On a Journey to Clarity and Power! Alex Stanisic Robust Services (Management Consulting)</p>	<p>Confidence Unleashed: The Hidden Power of Success Trent Leopold University of Texas</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>Minimum Effective Dose: Gaining Maximum Results from Minimum Effort Tyler Norman Scholastic</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>The Pathways to Becoming a Successful Consultative Project Manager Daniel Waters Waters Management Group</p>	<p>Defeating Your Inner Demons: Lessons Learned From “K-Pop Demon Hunters” Hans Eckman Info-Tech Research Group</p>	<p>The BA Afterparty : From Conference to Career: Turning What You’ve Learned Into What’s Next! Jennifer Bedell Mariner Innovations Erica Woods Apex Systems Mandy Eyrich Principal Product Consultant & Experience Strategist</p>
<p>3:45 pm - 4:45 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>		
<p>4:45 pm - 6:00 pm</p>	<p>Networking Reception</p>		

Symposium Sessions

Monday, April 27

10:00am - 11:00am

PROJECT
MANAGEMENT

SHARED

BUSINESS
ANALYSIS



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

LinkedIn Profile Writer, LinkedIn Trainer, Public Speaker, & CEO, 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

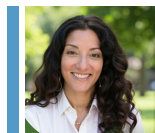
Monday, April 27

11:15am - 12:15pm

PROJECT
MANAGEMENT

SHARED

BUSINESS
ANALYSIS

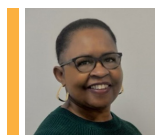


Building Intelligent Ecosystems: Tech Leadership for Conservation Impact

Mandy Eyrich

Principal Product Consultant & Experience Strategist

What happens when agile, design thinking, and product strategy move beyond the boardroom into conservation environments where technology decisions can impact ecosystems and species survival? This session explores the rise of conservation technology, the risks of fragmented systems and AI, and how responsible product leadership can support more sustainable ecosystems.



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

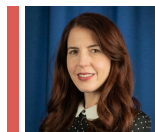
Felicia Joyner

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.



From Delivery to Impact: The New Standard for Project Success

Jill Diffendal

Manager, Research & Relations, Thought Leadership, Project Management Institute

Half of projects fail to deliver true success. Why? Because success itself has changed. In this session, explore Project Management Institute's latest Project Success research and discover how the M.O.R.E. mindset helps project leaders move beyond delivery metrics to drive outcomes, value, and lasting impact.

Learning Objectives

- Apply practical leadership behaviors aligned to the M.O.R.E. mindset to drive stronger outcomes and long-term value on their projects.
- Explain why project success must evolve beyond traditional delivery metrics in today's environment of rapid transformation and complexity.
- Identify the four elements of the M.O.R.E. mindset and their connection to higher project success rates.

Symposium Sessions

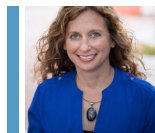
Monday, April 27

1:15pm - 2:15pm

PROJECT
MANAGEMENT

SHARED

BUSINESS
ANALYSIS



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



Leading Across the Divide: How Senior PMs Drive Cross Functional Influence and Strategic Alignment

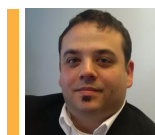
Kristy Smith

Director, Program Management Office, Boldyn Networks

Senior Project Managers and Program Leaders are increasingly expected to influence decisions, unify diverse stakeholders, and guide strategic outcomes across complex organizations. Yet cross functional alignment remains one of the toughest challenges in modern delivery. This session explores practical, repeatable techniques senior PMs can use to build influence, surface risks earlier, and strengthen alignment between business, technical, vendor, and executive teams. Through real world examples from large scale, multi stakeholder programs, we will examine how to create clarity in complex environments, drive smarter decision making, and bridge communication gaps that often slow delivery. Attendees will learn actionable frameworks for elevating their strategic presence, improving governance interactions, and enabling predictable, high quality outcomes across distributed teams. The goal is to equip PMs with the tools to not only manage execution, but to become valued strategic partners who help shape direction, not just deliver against it.

Learning Objectives

- Apply a simple influence without authority model to align business, technical, and executive stakeholders.
- Use a lightweight risk surfacing cadence to expose assumptions and RAID items earlier.
- Translate program data into business level narratives that drive faster, better decisions.



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

PROJECT
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BUSINESS
ANALYSIS



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 workshoping 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

PROJECT
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BUSINESS
ANALYSIS



“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/TWSLseries/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

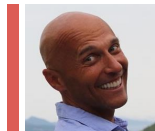
Tuesday, April 28

11:15am - 12:15am

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ANALYSIS



Complexity? Hop On a Journey to Clarity and Power!

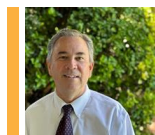
Alex Stanisic

Owner, Robust Services (Management Consulting)

We have seen many project, program and operational artifacts that have a reference to the effort being complex. Technology, changing requirements, partnerships, and competitive strategies are continually updating and transforming, and a strong manager must learn how to adapt to these changes while leading their teams. Find out how managers can increase the odds of not just being successful, but also more powerful by including complexity in their work.

Learning Objectives

- Explain and discuss how complexity may have a major influence on delivery of project, program and operational objectives
- Identify and analyze the environmental, organizational, technical, social and uncertainty domains to understand execution complexity
- Learn and apply some major analysis tools and techniques in order to quantify and properly communicate complexity to stakeholders



Confidence Unleashed: The Hidden Power of Success

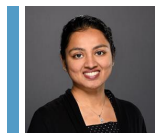
Trent Leopold

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



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

PROJECT
MANAGEMENT

SHARED

BUSINESS
ANALYSIS



Minimum Effective Dose: Gaining Maximum Results from Minimum Effort

Tyler Norman

MBA, PfMP, PgMP, PMP, PMI-ACP, PMI-PBA, PMI-PMOCP, Director, Strategic Supply Chain Programs, Scholastic

How would it feel to put in the effort required to crush your goals, and not one bit extra? In this session you'll learn a framework and best-practices for quickly and informally gaining an understanding of requirements, regularly iterating on progress, and systematizing future processes in your daily project management efforts. Through this, you will produce higher quality work while simultaneously working more quickly.

Learning Objectives

- Systematize production of high-quality deliverables on both a personal and team level
- Quickly align with stakeholders on expectations to understand the smallest amount of effort that can produce a "minimum lovable product"
- Apply techniques to maximize quality and limit rework



Mastering Digital Body Language in the Age of AI

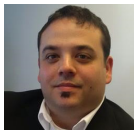
Leslie Hughes

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?

Symposium Sessions

Tuesday, April 28
2:30pm - 3:30pm

PROJECT
MANAGEMENT

SHARED

BUSINESS
ANALYSIS



Defeating Your Inner Demons: Lessons Learned From “K-Pop Demon Hunters”

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.



Jennifer Bedell

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

Erica Woods

Director, IT
Contractor
Programs and
Philanthropy,
Apex Systems

Mandy Eyrich

Principal Product
Consultant &
Experience Strategist

The BA Afterparty : From Conference to Career: Turning What You’ve Learned Into What’s Next!

After several days of learning new tools, techniques, and fresh ideas, the real question is: what happens when you get back to the office? Welcome to The BA Afterparty —a lively, interactive panel discussion about the future of the Business Analysis profession and how to turn what you learned at this event into real career momentum. Join fellow BAs to share insights, swap ideas, and explore how to apply new tools, techniques, and perspectives in your own organization. This is your chance to reflect on your biggest takeaways, learn from each other, and think about what’s next for your role and your career. Expect candid conversation, audience participation, and plenty of laughs!



The Pathways to Becoming a Successful Consultative Project Manager

Daniel Waters

PMP / MBA (Past Pres & Chair, PMI Atlanta), Program Manger, Waters Management Group

In this session, Daniel Waters shares key tools from his consultative project management “toolbag,” brought to life through engaging stories, real-world examples, recommended readings, and proven successes. His practical tips and techniques are designed to help you save both time and money. You’ll gain valuable insights into current and future skill assessments, along with guidance on training, coaching, and mentoring to support your professional growth. Daniel will also provide checklists and targeted questions to help you refine your individual approach and confidently apply proven methods and practices. Let’s enjoy the journey together.

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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The University of Washington Information School (iSchool) is a global leader in preparing the next generation of information professionals, innovators, and change-makers. With a mission to “make information work,” the iSchool focuses on solving complex, real-world challenges at the intersection of people, data, and technology. Through its highly interdisciplinary approach, the school conducts impactful research and delivers top-ranked programs in areas such as information management, data science, user experience, and library and information science—empowering graduates to drive meaningful change across industries.

At the heart of the iSchool is a commitment to using information ethically and effectively to improve lives, organizations, and communities. By blending technical expertise with a human-centered, equity-driven perspective, the iSchool equips leaders to design systems, shape policy, and harness emerging technologies—including AI—to create a more informed and connected world. Its diverse global community of students, faculty, and partners continues to push boundaries, ensuring information is accessible, impactful, and a force for good.



My Hours is a refreshingly simple time tracking platform built for teams that want clarity without the chaos. It helps teams track time, manage budgets, monitor project progress, and stay on top of billable work - all in one place. Unlike bloated enterprise tools or clunky spreadsheet setups, My Hours keeps things practical: fast time entry, clear reporting, approvals, reminders, and real-time visibility into where time and money are actually going. It combines a spreadsheet-familiar experience with the structure teams need to keep work organized and profitable.

That means fewer surprises, smoother workflows, and better decisions. Teams can quickly see whether projects are on track, where effort is being spent, how budgets compare to actuals, and where adjustments are needed. My Hours is especially well suited for service-based teams that need accurate time data without surveillance, feature bloat, or a painful rollout.

Backed by Spica and supported by an experienced team, My Hours combines ease of use with the reliability larger organizations expect. It offers responsive support, enterprise-grade security, granular permissions, SSO, EU-based Microsoft Azure hosting, and compliance with standards such as ISO 27001, ISO 9001, GDPR, CCPA, and DCAA.



Procept Associates Ltd. is one of the first PMI Registered Education Providers, and a founding IIBA Endorsed Education Provider. Since 1965, Procept's global operations have trained over 1 million people for over 17,000 organizations. Specialists in project, portfolio and project management, business analysis, agile management, and innovation management. Our TidalShift subsidiary specializes in change management, leadership, and coaching.

ASSOCIATION PARTNERS



The IIBA South Florida Chapter is a dynamic community of business analysis and product professionals affiliated with the International Institute of Business Analysis. We reflect the vibrant spirit of South Florida—curious, welcoming, and driven to grow. Our chapter brings people together to learn, exchange ideas, and build meaningful connections through a rich mix of educational experiences, including engaging webinars, inspiring in-person speakers, special programs, and thoughtfully curated networking events. United by a shared passion for excellence, we empower one another with real-world insights and lasting relationships that elevate our careers and strengthen our professional community.



Driven by the rise of complexity and uncertainty in today's world, business analysis is key to enabling change that drives project and business success. The International Institute of Business Analysis™ (IIBA®) is a non-profit professional association serving the growing field of business analysis. As the global thought leader and voice of the business analysis community, IIBA actively supports the recognition of the profession and works to maintain global standards for the ongoing development of the practice and certifications. IIBA connects and supports people, businesses, and the global business analysis community in advancing business analysis capabilities for professional and organizational development. For more information visit iiba.org.

The IIBA Tampa Bay Chapter bridges the gap between industry leaders and business analysts by building partnerships with professionals, educators and employers so that we may empower, instruct and engage the Tampa Bay IT community.

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