

PMI
Project Management Institute

A Members-Only Virtual Event

PMI® Business Analysis Virtual Conference 2018

7 November 2018 | 9am – 5pm ET | Earn 6 PDUs

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Time	Topic	Presenter
8:30 am	Doors Open	
9:00 am	Opening Remarks	Rick Morris
9:10 am	Keynote Address – The Business Analyst Success Path: How to Create Your Dream Job Using the Laws of Success	Laura Brandenburg, CBAP
10:10 am	Visit Networking Lounge and Exhibit Hall	
10:20 am	Define And Elaborate Requirements: Secrets For Achieving Project Success	Irina Kulikova, PhD, PMP
11:20 am	Visit Networking Lounge and Exhibit Hall	
11:30 am	The BA Role in Transitioning a Project’s Outcome/Capability to Operations	Dave Davis, PMP, PgMP, PBA
12:30 pm	Visit Networking Lounge and Exhibit Hall	
12:45 pm	<i>Pulse of the Profession</i>® In-Depth Report Update	Payal Kondisetty, Ph.D.
1:00 pm	Visit Networking Lounge and Exhibit Hall	
1:20 pm	5 Myths of Business Analysis	Steve Blais, PMP, PMI-PBA
2:20 pm	Visit Networking Lounge and Exhibit Hall	
2:30 pm	Understand Your Stakeholders And Their Journey	Betsy Stockdale, PMI-PBA, CSM
3:30 pm	Visit Networking Lounge and Exhibit Hall	
3:40 pm	The Impact of Agile/Scrum On Business Analysis	Mike Frenette, PMP, SMC, SDC, I.S.P./ITCP, ITIL, MCITP
4:40 pm	Visit Networking Lounge and Exhibit Hall	
4:50 pm	Closing Remarks	Rick Morris
5:00 pm	Doors Close	

Keynote Address: The Business Analyst Success Path: How to Create Your Dream Job Using the Laws of Success

Laura Brandenburg, CBAP/ Founder and CEO, Bridging the Gap



Do you ever wonder why some people absolutely love their work, get all the interesting projects, and are consistently being rewarded for their efforts, while others seem stuck and never get a break? Which side of the pendulum would you like to be on?

There is a success path for business analysts. And getting on it is easier than you think. It's not about working harder or spending countless hours perfecting documentation. It is about applying tried and true laws of success, to show up with confidence and earn the respect you deserve.

You'll leave this presentation inspired to take the simple, straight-forward, high-impact actions that will get you on the path to your dream job, and elevate you and your business analyst career.

Session 1: Define and Elaborate Requirements: Secrets For Achieving Project Success

Irina Kulikova, PhD, PMP



Nowadays our world is changing very fast, everything is in motion. And in these conditions we need to have a new way thinking when we approach standard methods and techniques, which will help us get ahead.

And this is our success, our benefits, our progress.

Defining and elaborating requirements is especially important when you think about your projects, your IT strategy, or your business strategy. Maybe you are startup and you are thinking about a new product you would create. It is all about product requirements because you have to propose the solution which will satisfy all consumers.

But how could you know what kind of characteristics the product must have? How could we use the standard methods and recommendations?

This presentation will propose the approaches and practices of creating a successful project perfectly from the start as you define and elaborate requirements.

Session 2: The BA Role in Transitioning a Project Outcome/Capability to Operations

David Davis, PMP, PgMP, PMI-PBA



The Business Analysis (BA) has a critical role in helping an organization realize benefits of a project initiative. The BA is essential in defining the capabilities of the project product and implementing the operational capabilities of the project. The BA needs to define the end state, analyze organizational changes needed for effective adoption, and finally define KPI drivers in order to measure the actual results.

This presentation will focus on the BA helping the business transition a project to operations for sustaining change. The BA needs to understand what operations needs in order to properly accept the transition of the project from development to the new business as usual (BAU). IT will explore the BA role in both the project artifacts and business process workflow once the project is done and handed off to operations. The BA must be able to translate between business talk, requirements speak, and operations workflow to ensure a smooth project transition.

The topics that will be discussed include:

- Defining the Future State
- Defining Critical Success Factors
- Defining operational process and the Key Performance Indicators (KPIs)
- Defining changes to the business in order to adopt the change
- Articulate project/program benefits, and finally
- Define action to close performance gaps between expected and actual results

***Pulse of the Profession*[®] In-Depth Report Update**

Payal Kondisetty, PhD, PMI Market Research



The future of project management will require organizations and individuals alike to embrace a full spectrum of competencies and approaches. Businesses must be agile and quick to adapt in our rapidly evolving and highly competitive environment.

Join Payal Kondisetty, PMI Market Research, as she provides an overview of our research from the *Pulse of the Profession*[®] In-Depth report titled “The Project Manager of the Future: Developing Digital-Age Project Management Skills to Thrive In Disruptive Times”, which shows that building a truly digital skillset today requires a combination of skills.

Session 3: 5 Myths of Business Analysis

Steve Blais, PMP, PMI-PBA



There are many myths surrounding the discipline of business analysis: the myth of gathering requirements, the myth of the user, the myth that the business knows what it wants and so forth. What distinguishes the successful business analyst from others is the successful business analyst recognizes the myths and does not succumb to them. This presentation addresses these and other myths and how to overcome the mindset of business analyst myths.

Session 4: Understand Your Stakeholders and Their Journey

Betsy Stockdale, PMI-PBA, CSM



Stakeholders are a key to any project, and understanding our stakeholders, their wants and their needs is essential for any successful project. While stakeholder management and stakeholder engagement are key components to many PMI guides, how many of us really spend the time to understand our stakeholders? Too often we get wrapped up in features and functions of our products, instead of understanding what our customers really need.

In this session we are going to look at some diverse ways to analyze our stakeholders. We will look at journey maps and empathy maps to help us understand how we can build and use them as part of stakeholder analysis. We will also look at how we can use these tools to help us write better requirements and deliver better products.

Learning Objectives:

- Define and create journey maps and empathy maps.
- Use journey maps and empathy maps as part of the elicitation process.

Session 5: The Impact of Agile/Scrum on Business Analysis

Mike Frenette, PMP, SMC, SDC, I.S.P./ITCP, ITIL, MCITP



Business Analysts, or those performing this role, have created Business Requirements Documents (BRDs) for many years. This was often done in the early stages of a project, documenting very detailed requirements that were often considered “frozen” because of the complexities and effort to produce them. The Agile world has turned the role of the business analyst upside down. Now it is necessary to carefully dovetail the work of the resource in the BA role with the framework, teamwork and methods in use on the project. On the road from predictive to adaptive to hybrid, this can be a taxing experience for a dyed-in-the-wool traditional business analyst.

This presentation will pull back the covers on just what it means to be a business analyst living in an Agile/Scrum world.