

PMI® Business Analysis Conference 2019

13 November 2019
9am – 5pm ET | Earn 6 PDUs



PMI Virtual Event



8:30am-9:00am ET	Doors Open	
9:00am-9:10am ET	Opening Remarks	Rick Morris
9:10am-10:10am ET	Keynote Address: Battle for the Planet of the Business Analysts – 5 Key Strategies to Prepare for Your Future	Bob Prentiss
10:10am-10:20am ET	Networking Break	
10:20am-11:20am ET	Session 1: Managing Requirement Risks – A Different Perspective	Anton Oosthuizen
11:20am-11:30am ET	Networking Break	
11:30am-12:30pm ET	Session 2: Curiosity Never Killed the Business Analyst	Joy Beatty
12:30pm-12:45pm ET	Midday Intermission #1	
12:45pm-1:00pm ET	PMI Pulse of the Profession® - AI @ Work: New Projects, New Thinking	Payal Kondisetty
1:00pm-1:20pm ET	Midday Intermission #2	
1:20pm-2:20pm ET	Session 3: Managing Difficult Stakeholders	Frank Saladis
2:20pm-2:30pm ET	Networking Break	
2:30pm-3:30pm ET	Session 4: What Should I be Doing as a BA in an Agile/Waterfall Hybrid World?	Barbee Davis
3:30pm- 3:40pm ET	Networking Break	
3:40pm-4:40pm ET	Session 5: Importance of Communication in a Business Analysis Role	Joyce Onore
4:40pm-4:50pm ET	Networking Break	
4:50pm-5:00pm ET	Closing Remarks: Business Analysis Virtual Conference In Review	Rick Morris
5:00pm ET	Show Closes	

Keynote Address: Battle for the Planet of the Business Analysts: 5 Key Strategies to Prepare for Your Future

Bob Prentiss



Increasingly, roles in organizations are demanding more technical savvy. Everyone is talking about Digital Transformation, DevOps, AI, Data-everything, XaaS, Power Bots, and more. Technology is rapidly changing to meet those needs and in turn is changing how we need to approach business analysis and the requirements that drive product changes. What does this mean to the profession of Business Analysis? What will the future hold? Guess what? The future is already here, and if you are not paying attention, you could be left behind. Are you ready for your technical future? Are you ready to fight for the Battle of the Planet of The Business Analysts?

Session 1: Managing Requirement Risks – A Different Perspective

Anton Oosthuizen



As analysts, we measure requirements against a set of characteristics to determine eligibility, and this usually means that we should end-up with a solid list of requirements. But is this all there is to managing requirement risk? In this session, we work to answer three questions:

1. Can requirement risks be quantified?
2. Does the level of risk presented by a requirement affect its eligibility as a valid requirement?
3. Which tools and techniques can add value to the risk management process?

In order to come up with sensible answers, we classify requirement risks into three categories, look at the typical symptoms of unmanaged risk, and discuss five techniques that can help us to prevent negative risk impact.

Session 2: Curiosity Never Killed the Business Analyst

Joy Beatty



Most stakeholders are wonderful at telling us what they want! Many stakeholders are terrible at telling us what they need; they simply can't differentiate. Absolutely, the worst solution is to engage a business analyst who diligently documents what the business says, operating as an order taker. What we really need are curious analysts. These analysts don't take what's said as a given. They dig deeper. They ask why.

In this presentation, we'll further look at the problem of order takers. We'll discuss a variety of tools to help us all be more curious. Whether you are the manager looking for the right analyst or the analyst curious if you are curious enough, we'll leave you with some suggestions to enhance your curiosity.

PMI Pulse of the Profession® - AI @ Work: New Projects, New Thinking

Payal Kondisetty



Artificial intelligence (AI) isn't just changing the types of projects being delivered. It's also changing how projects are managed. PMI's *Pulse* research reveals that project leaders are already tapping into AI technologies, such as robotic process automation and anti-bias solutions, to boost project productivity and quality. In today's increasingly projectified economy, the most forward-thinking organizations know that the success of their strategies hinges on how well they can execute projects. And the race toward AI mastery is no exception. While a majority of respondents say their project management skills and experience are a good starting place when it comes to managing AI, it's the Innovators—those project leaders with a higher project management technology quotient, or PMTQ—that have upper hand. Having a firm grasp on the power of AI—and the skills and knowledge necessary to embrace it—will give project leaders an edge now and in the future.

Session 3: Managing Difficult Stakeholders

Frank Saladis



Project Managers and Program Managers encounter many challenges in the pursuit of successful completion of objectives. Among the challenges is the strong possibility of working with stakeholders whose personalities and behaviors may create situations that are difficult to manage or cause significant conflict among other project stakeholders. In this presentation, learn how to identify the characteristics and tactics of difficult stakeholders whether they are clients, suppliers, co-workers, employees, or managers, and develop strategies for creating a more effective and productive work environment. You will learn techniques that will assist in solving conflicts and removing barriers that reduce productivity, frustrate team members and co-workers, and slow organizational growth. This presentation will assist you in improving your ability to lead your team to higher levels of performance and to more effectively manage business relationships that will assist in achieving desired outcomes.

Session 4: What Should I be Doing as a BA in an Agile/Waterfall Hybrid World?

Barbee Davis



The project world we support is changing dramatically. We can only continue to be successful liaisons and guides as BAs if we understand what drives projects today. Learn why and how PMI is adjusting methods and practices, and what your role should be to work with agile/waterfall projects on a day to day basis and set your organization on a path to profit.

Session 5: Importance of Communication in a Business Analysis Role

Joyce Onore



Effective communication can make or break a project. As you interact with your stakeholders, clients, project teams, management, and vendors over the course of a project, communication skills are crucial for the successful operation of a Business Analysis workstream. Open communication and mutual understanding are essential to both deliverable execution and obtaining support from project leadership. Having a structured approach to written and/or verbal communication will help a business analyst communicate clearly and powerfully to create value and foster project success!