



Thank you for attending IBADD 2023: Elevate Your BA, is all about you as an analyst -- regardless of your professional title. Attendees learned ways to lift up their Career, their Person, and their Skills.

This form can be used to report CDU credit for CBAP Certification or other applicable certifications. Each hour of education will count for 1 CDU. The maximum number of CDUs IBADD attendees can earn is 6 CDUs.

Time	Activity	Speaker	Title	Attended?
8:30 am – 9:30 am	Session	Sinikka Waugh	The BA's Guide to Enabling Change and Empowering Changemakers	
8:30 am – 9:30 am	Session	Henry Baccam	Lean Coffee	
8:30 am – 9:30 am	Session	Kent McDonald	Moving from Business Analyst to Product Owner to Product Manager	
9:40 am – 10:30 am	Session	Saby Waraich	Have you ever jumped from an airplane?	
9:40 am – 10:30 am	Session	Joe Perzel	Project Stakeholders: Dealing with Sleeping Giants to Saboteurs	
9:40 am – 10:30 am	Session	Scott Tillema	Life Changing Influence	
10:40 am – 11:30 am	Session	Judy Alter	Why Successful Leaders Need an Athletic Coach Mindset	
10:40 am – 11:30 am	Session	Paul Beers and Joanna Springsteen	Stop Spoon Feeding Your Developers	
10:40 am – 11:30 am	Session	Henry Baccam	Business Analysis - The Career Road Map	
1:00 pm – 1:50 pm	Session	Erica McKay	Cultivating Curiosity	
1:00 pm – 1:50 pm	Session	Brenda Peshak	Definition of Done	
1:00 pm – 1:50 pm	Session	Dustin Thostensen	Influence Positively: Change how you try to change others	
2:00 pm – 2:50 pm	Session	Heather Mylan-Mains	Master the Art of Feedback	
2:00 pm – 2:50 pm	Session	Kevin Sutherland	Be Agile...Without Doing Agile	
2:00 pm – 2:50 pm	Session	Judy Alter	Number One Priority in Successful Projects	
3:00 pm – 4:30 pm	Keynote	Dorice Horenstein	RELOK your goal, unlock your potential, and create your desired reality	

Director of Programs Brenda Peshak  Contact Hours: _____

Your proof of attendance is the registration confirmation (sent to you by email prior to the event). Contact support@ibadd.org if you need a copy of your registration confirmation.

CDU Category: BABOK coverage varies depending upon sessions attended

Organization: IIBA Central Iowa Chapter

Contact: Kent Cole, IBADD 2023, Event Chair, support@ibadd.org

Brenda Peshak, Director of Programs from 2021-2023, Programs@centraliowaiiba.org

Course ID: IBADD2023

Start/End Date: May 19th 2023



Speaker	Description
Sinikka Waugh	<p>The BA’s Guide to Enabling Change and Empowering Changemakers</p> <p>With just a handful of key concepts, BAs can enable change in an organization in a way that protects business interests, empowers people, and simplifies the process. Join us in this session to learn more.</p> <p>Change appetites vary, and changes can be hard. But they don’t have to be. Equipped with a few simple concepts, BAs can help enable change in their organizations.</p> <ul style="list-style-type: none"> • Defining the terms makes it change simpler. • A growth mindset helps with any change. • A people-positive attitude helps with any stakeholder. • Envisioning change as a journey helps set the stage for the messages we need when going through transition, and helps others hear what they need to hear, right when they need it most. <p>This engaging look at the processes many people go through around change and the messages that help them move forward will help you look at change a little differently, with the end goal of improving your own ability to help others through the transition process – regardless of the magnitude of the change or the change appetite of those facing it.</p> <p>By attending this course, participants will:</p> <ul style="list-style-type: none"> • Encounter common symptoms of change and transition as well as indicators of change appetite – and what to do about them. • Explore how your attitude and mindset can be leveraged to help the attitude and mindset of others. <input type="checkbox"/> • Gain a simple, easy-to-replicate model that offers both strategies and tactics to help bring those around you through change successfully.
Henry Baccam	<p>Lean Coffee is a way to host structured meetings without creating an agenda beforehand. It starts with participants gathering and the first part of the meeting is devoted to participants creating the meeting agenda. From there, the conversation can begin. BA hot topics chosen by the crowd and discussed by all the attendees. Fun and therapeutic! Facilitated by Henry Baccam.</p>
Kent McDonald	<p>Moving from Business Analyst to Product Owner to Product Manager</p> <p>Are you a business analyst who wonders how you can use your business analysis capabilities to be competitive in the job market for the next 3 to 5 years?</p> <p>As I first noted back in 2017, product owner and product manager roles offer a viable career path for business analysts, especially those who currently work on custom software development projects.</p> <p>Come to this session to learn about the similarities and differences between business analysis, product owner, and product manager roles. Then discover how you can apply your business analysis experience to becoming a product owner or product manager. Along the way, you’ll hear about the lessons I and others have learned from moving from business analysis through product owner to product management roles.</p>



<p>Saby Waraich</p>	<p>Have you ever jumped from an airplane? Journey of delivering a complex project.</p> <p>Large-Scale Public-Sector Technology Projects are complex and challenging. Gain an insight into how public sector projects are different and what makes them so complex. Come and learn about an exciting turnaround of a public sector project that went on for almost a decade with multiple failures.</p> <ul style="list-style-type: none"> <input type="checkbox"/> What were some of the key strategies used to make this project successful? <input type="checkbox"/> How can you use some of the learnings from this experience to manage your projects more effectively and deliver value to the customer? <p>Learn about the Digital Transformation journey in implementing a Permitting System for City of Portland.</p>
<p>Joe Perzel</p>	<p>Project Stakeholders: Dealing with Sleeping Giants to Saboteurs</p> <p>All projects have their promoters and their detractors, people that can either make or break your project or your team. This presentation will give you practical advice on who you need to focus on, show you how to classify where each person sits on the “Interest, Attitude, and Power” axis of your Stakeholder chart and how to improve the attitude and interest of the power players in your world.</p> <p>The major points to be covered include:</p> <ul style="list-style-type: none"> • What is the Stakeholder Identification chart and how it will help you • Using personality profiling to help you understand what makes people “tick” and where to place them on the chart • Techniques and tools to help move people from “disinterested to involved” and “poor attitude to a champion” • The key tactics of “Include, Influence, Ignore, Isolate” • Adding advanced negotiation techniques for the most important stakeholder types <p>This presentation will cover the basics and then quickly move into advanced topics, using exercises and situational case studies to emphasize key points, to help you achieve the best win-win outcome for you, your team and your project.</p>
<p>Scott Tillema</p>	<p>Life Changing Influence</p> <p>“Life Changing Influence” inspires and educates professionals in techniques and tactics of high level negotiation, communication, and conflict resolution, presented by an FBI trained hostage negotiator.</p>



<p>Judy Alter</p>	<p>Why Successful Leaders Need an Athletic Coach Mindset</p> <p>Successful leaders encourage collaboration, communication, and people skills. About 90% of leadership involves skills in how to handle people. Business teams following an athlete’s mindset are creative, collaborative, high-performing, and successful. Sports team members know that the team needs to come first. They set aside their own goals for the good of the group.</p> <p>Excellent leaders develop all team members with the sports team mindset, giving them an advantage over other teams. The leaders share advice on how to get their team members to know anyone they interact with as a person. When that happens, trust and confidence drive the relationship. Stakeholders are more collaborative and cooperative, crucial to successful requirements elicitation. That is one thing that leads to successful projects and eliminates the cost of rework. The sports team mindset can be taught and utilized virtually or in person.</p> <p>These techniques can be used in all interactions, whether between a leader and a teammate, between a stakeholder and a project team member, and can be used virtually and in person. I use several sports teams’ examples and explain why the BA needs to be a leader. The leader understands the need to be like an athletic coach.</p> <p>Key Objectives:</p> <ul style="list-style-type: none"> • High-performing teams need to encourage collaboration, communication, and people skills • Assist all team members in adopting an athlete’s mindset • Help team members to understand why they need to be leaders • Explain why the athlete’s mindset helps with managing stakeholders
<p>Paul Beers and Joanna Springsteen</p>	<p>Stop Spoon Feeding Your Developers</p> <p>Today many organizations expect their Product Owners and/or Business Analysts on Agile teams to deliver requirements in a vacuum the way Business Analysts did back in Waterfall with the solution and requirements wrapped up in a neat bow and handed to the developers. The problem with this, is that our developers weren't involved in the solution or the most efficient way to build the final solution.</p> <p>We need to make changes to the way we break down work and involve our developers and our QA early in the breakdown. We need to bring them the high level need and have them help us drive out a solution and the fastest and most efficient way to deliver those solutions with clear concise testing scenarios.</p> <p>This presentation will include historical software development processes that created these historical roles and how to break free of this role prison we have created. We will cover the best practices in breaking down work with the team (story mapping), creating test scenarios ahead of time (behavior driven development), and ultimately getting out of the teams way to execute (how to trust but verify).</p>



<p>Henry Baccam</p>	<p>Business Analysis - The Career Road Map</p> <p>The evolution of business analysis professionals into expanding roles depends on a combination of digital skills, business acumen, and targeted knowledge to drive better business outcomes across all industries. With the adoption of agile in many organizations, the BA can have different responsibilities and can also evolve to other roles. This presentation takes a look at IIBA's BA Career Road Map and real world organizational examples of career paths leading into the BA role and also the BA role leading to new opportunities. Join this session to learn more about your potential roadmap or how to support others on their journey.</p> <p>Overview</p> <ul style="list-style-type: none"> • Typical BA paths • Non-typical BA paths • Your roadmap • Invest in you • Resources for gaining new skills • Your company, your manager, and your career aspirations • Preparing for uncertainty • Career sweet spot
<p>Erica McKay</p>	<p>Cultivating Curiosity</p> <p>Have you and your team ever spent time developing a product that you were excited about only to launch it to production and find out the customer doesn't want to use it? How about spending hours and hours of painstaking discovery to ensure you build the "right" thing and after you ship it you hear, "It's close but..."? Me too!</p> <p>I will share of the some of the tools and experiences I have had in my product journey thus far that has taken teams from building something that our customers were unsatisfied with to our teams collaborating with customers, building a product they are excited to use and helping them feel engaged and creative with us.</p>
<p>Brenda Peshak</p>	<p>Definition of Done</p> <p>How do you know when you are done? You have this list of features and stories how far do you go? When do you quit? Come learn about how to know when to stop and practice by building a house with a garden. This is a fun interactive presentation about how to know when you are done.</p>



<p>Dustin Thostensen</p>	<p>Influence Positively: Change how you try to change others</p> <p>Consulting is not the art of telling people the answers. It is “the art of influencing them at their request.” – Jerry Weinberg</p> <p>Do you want to be an influencer – a coach, consultant, Scrum Master, manager – because you believe you can help others with your expertise and wisdom? Have you faced resistance when you share your ideas? Are you frustrated?</p> <p>Knowing the best way to use a technology or process isn't enough. Your attempts to change others may fail if you are just telling people your answers. Don't quit. Try something different. Try something better.</p> <p>During this talk, you'll learn three secrets to lead change with positivity, honesty and empathy:</p> <ul style="list-style-type: none"> • Clarify what you want to give and receive • Discover what they want and need • Learn techniques to plant the seeds of change
<p>Heather Mylan-Mains</p>	<p>Master the Art of Feedback</p> <p>Teams and companies need to master giving and receiving feedback for success. Some think feedback is given from manager to an employee behind closed doors. Some can't stand feedback because it always makes him or her feel like he or she did something wrong. Heather is here to tell you that feedback is so much more. She will show you how to improve how you give and how you receive feedback. If feedback is given and received in the right way, you and your team can improve and accomplish anything! If you master giving and receiving feedback you will be sought after and be viewed as a trusted partner with your business stakeholders and team. Business analysis is an art and feedback is a tool that will help you create great things in your life and work!</p>
<p>Kevin Sutherland</p>	<p>Be Agile...Without Doing Agile</p> <p>We will explore core fundamentals teams must learn in order to achieve agility. Fundamentals that students are not asked to demonstrate before receiving a scrum master certification. Fundamentals that are simple to describe, but take hard work, determination, and courage to implement.</p> <p>Attendees will learn about techniques proven to successfully achieve agility, even in bureaucratic environments where agile isn't usually welcome.</p>



<p>Judy Alter</p>	<p>Number One Priority in Successful Projects</p> <p>Businesses are making changes at an incredible pace, even five years ago. Many factors are involved in the transitions, such as customer demands, technological advances, and rivalries. Business change is more complicated and demanding than in the past. The number one priority in any change project is the people factor. Customers have higher expectations than in the past. The other priority people are the employees, vendors, stakeholders, consultants, and others affected by the change. Preparing everyone is crucial to being a partner in the changes. Transparency is critical throughout the project. Employees of affected areas will feel threatened just hearing the word change or transformation in a project. The earlier that “how does this affect me?” can be answered, the smoother the adjustments will be for everyone.</p> <p>Key Objectives</p> <ul style="list-style-type: none"> • Encourage many different groups of people to embrace change • Explain the "how does it affect me" early in the project • Review the new opportunities for the people working in the affected areas • Analyze what training people working in the affected areas will require • Understand how to keep the people as the number one priority with the changes • Explain what I learned in two large change projects as lessons learned
<p>Dorice Horenstein</p>	<p>RELOK your goal, unlock your potential, and create your desired reality</p> <p>Think big. Think as if you had no box to squeeze yourself in! What is your goal? How do you turn your goal into a reality and bring forth your potential? As Dorice shares her stories, participants will reflect on their own life’s journey, determine their top priorities, and reveal their own way to achieve their goals. How? By following Dorice's 3 RELOK principles.</p> <p>Outcomes:</p> <ol style="list-style-type: none"> 1. Gain an understanding of the commonality of all human beings and appreciate what you bring forth. 2. Celebrate your capabilities and connect with your identity. 3. Strategize your steps and processes to achieve your goal

Note: This document contains language specific to the CDU requirements for IIBA awarded certifications. While you may use this document to meet other non-IIBA CDU/PDU requirements, the responsibility for the allocation is your responsibility and submission criteria will be set forth by the certifying organization.