



PROFESSIONAL DEVELOPMENT DAY AND CAREER FAIR 2020

MARCH 7, 2020 | UBC ROBSON SQUARE | VANCOUVER, BC

BA Vision 2020

Earn up to 6 PD Hours & CDUs
(Course Code: e0d68b9e-32f4-4)



Continuing Business Studies

Free WIFI ubcvisitor	Hashtag #IIBAPDD20	Questions for Lunch N' Discuss (Room C400) #IIBALND
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Photographers and videographers will be present throughout the event for the purpose of recording the sessions and atmosphere of the conference. These images will be used to promote this and future events. If you do not wish for your image to be used, you must notify the IIBA Vancouver Chapter directly so that they can make a record of your preference.

Welcome to IIBA Vancouver Chapter Professional Development Day and Career Fair 2020!

I am excited to present to you the IIBA® Vancouver Chapter's second Professional Development Day and Career Fair. We have carefully selected topics that will inspire business analysis professionals to enhance their skills while looking into the future for the vision of the profession.

You will hear from industry leading experts who will share their experience and insights about future opportunities. You will also learn new skills and techniques that you can use to support better decision making and drive higher business value. Through the day, you will also have an opportunity to showcase your experience and talents to local employers and recruitment specialists and find out exciting career opportunities.

I want to give a big Thank You to our sponsors and exhibitors for their generous support. Without their support, it will not be financially feasible for us to hold the event. My genuine appreciation to the planning committee members and volunteers who have spent countless hours of personal time to make this a successful event.

Thank you for joining us for the event the second time. Please come to say hello and meet with the IIBA Vancouver Chapter Board members.

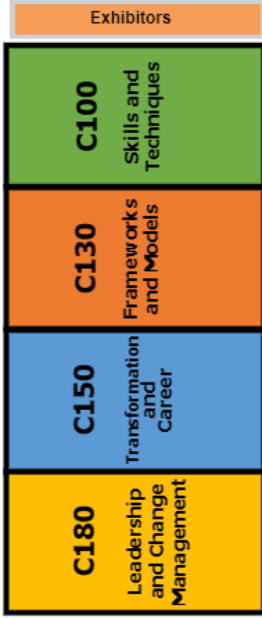
Learn, Share and Connect! Enjoy the day!



Holly Zhang | President, IIBA Vancouver Chapter
president@vancouver.iiba.org

Professional Development Day Committee Members

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UBC Sauder CBS Program Leader	Karen Carotenuto	



Snacks

Lunch

C300
THEATRE
KEYNOTES

REGISTRATION

BENTLEY LOUNGE

Breakfast

Exhibitors

- IIBA Vancouver Chapter
- IIBA Global
- WorkSafeBC
- UBC Sauder Continuing Business Studies
- SFU Continuing Studies
- PMI Canadian
- West Coast Chapter
- Benchmark Recruiting
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Exhibitors



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KEYNOTE SPEAKERS

Opening Keynote

[GLADYS S. W. LAM](#)

Co-Founder and Principal | Business Rule Solutions



Closing Keynote

[HARDEEP CHAGGAR, FCCA](#)

Executive Leader | Supply Chain Technology, Fraser Health Authority



8:30 am – 9:30 am (Room C300)

ENGINEERING THE BUSINESS EXPERIENCE

How Business Rules, Business Processes, Data, and Requirements Can All Work Together

This keynote illustrates hands-on, best-of-breed analysis techniques that can work together seamlessly to produce superior business solutions. Watch how a process model transforms when business rules and decisions are added.

Make your models come to life! Prepare your designers to develop intelligent screen designs, work out smart usage scenarios, and create test scripts. Enable your business to achieve true business agility, pinpoint customization, and world-class quality in customer service.

3:30 pm – 4:30 pm (Room C300)

USING VIRTUAL REALITY TO DEMOCRATIZE DATA

Democratizing health care means enabling the public to access health care data to inform and provide them control of their care. It's using data visualization tools in a game style platform to engage the public to explore and define parameters that influence health care decisions. It's employing emerging technology to give patients clear choices and knowledge of predicted outcomes.

Imagine if we could predict disease using virtual reality - gamifying patient care - and thus encourage healthy lifestyles by revealing data-based predictive outcomes.

It's like choosing your story on Netflix, but you are the main character and the game is your life.

Schedule at a Glance



7:00 AM	Breakfast		
8:30 AM	Opening Keynote Gladys Lam: Engineering the Business Experience		
9:30 AM	Break and Exhibits		
	Leadership and Change Management (C180)	Transformation and Career (C150)	Frameworks and Models (C130)
9:45 AM	Margaret Kuan Process + Human Behaviour = Reality	Seema Amwan Demystifying Digital Transformation	Lukas Klose Creating an Agile Backlog and the Quest for Value
10:45 AM	Break and Exhibits		
11:00 AM	Jared Gorai Skills & Competencies in the Digital Age	Hasnain Rizvi BA's Path to an Agile Coaching Career	Edmund Metera The Practical Guide to High Quality Business Process Models
12:00 PM	Lunch 'N' Discuss		
1:00 PM	Hossam Edddeen Saleh Ethical Conduct for BA's – Theory and Practice	Guillermo Garcia Scaled Agile: The Role of the BA in Large Agile Transformations	Rob Adams & Shannon Bridson Demystify Strategic Planning
2:00 PM	Break and Exhibits		
2:15 PM	Robert Gotham Leading from the Middle	Hussein Hallak The Blockchain Disruption	Irshad Abdulla The EA Rigour vs Relevance Dilemma - Applying an Agile Approach
3:15 PM	Break and Exhibits		
3:30 PM	Closing Keynote Hardeep Chaggar: Using Virtual Reality to Democratize Data		
4:30 PM	Prizes and Closing Remarks		
5:00 PM - 6:00 PM	Networking Reception		

LEADERSHIP and CHANGE MANAGEMENT (Room C180)

Process + Human Behavior = Reality

[Margaret Kuan](#), CBAP, CSPO



Have you ever wondered why the best thought-out design in process and system did not yield the results that was intended? You've followed through each step to ensure all requirements are captured, validated and delivered with quality. You've consulted all relevant stakeholders and followed through all principles of change management to ensure there's buy-in. You've conducted thorough testing to ensure that everything is working as designed.

But when the new process/system is rolled out, the uptake level is not desirable and people are not acting in the way as designed. In short, you don't see the intended outcomes for the designed process/system.

Behavioural insights (BI) supports innovative approaches and offers new solutions to business/policy problems. BI is a term used to refer to the use of findings from behavioural science to understand how people behave in practice, and thereby help to design policy/process/system to activate a desired behavior to lead to better outcomes.

Skills & Competencies in the Digital Age

[Jared Gorai](#), CBAP



Our business environments are changing and the skills and competencies of the business analysis professional need to change to accommodate these changes.

While the Business Analysis Body of Knowledge (BABOK®) remains our core, additional hard and soft skills are needed for the professional to evolve and expand their role. Business Analysts more than even need to be providing more leadership and successful outcomes to the organizations that they serve. This session will explore what key competencies you need to prepare for the future of BA work and help advance your organization.



LEADERSHIP and CHANGE MANAGEMENT (Room C180)

Ethical Conduct for BA's – Theory and Practice

[Hossam Eddeen Saleh](#) PMP, CBAP, PMI-PBA, CPM



Ethical conduct is important for all professionals. Professionals who are known to act ethically are more likely to advance their careers. It is of vital importance to those whose main job is dealing and interacting with stakeholders and data.

Most of our professional and personal conduct and behavior is clearly ethical. However, with the rapid advancement in technology, individuals and organizations are having a difficult time adapting their understanding of the right and wrong, at the same pace of this change.

Understanding how to apply ethical judgement helps with those situations that lie in the grey area between what is right and what is wrong.

Leading from the Middle

[Robert Gotham](#), PMP



Leadership is lauded amongst the most valuable professional skill one can possess. Strong leadership skills open career doors, are a prerequisite for career advancement and are an enabler for those pursuing consultant roles.

As a business analyst, leading from the middle can be challenging as you often have a lack of direct authority over the teams you're leading and may not have full control over the decisions being made. However, you are often held accountable for the results achieved despite working with limited resources.

Those leading from the middle have to find ways to bring people together, foster alignment towards the goal, and navigate organizational and external roadblocks that might stand in the way.

Amidst all this, how does the business analyst influence without having authority to make decisions?

TRANSFORMATION and CAREER (Room C150)

Demystifying Digital Transformation

Seema Amwan, CBAP, CSM



What makes a digital transformation project successful and how does a Business Analyst contribute to it?

Firstly, by not treating it as a Project but a Product, and Secondly, by focusing on customer user experience, leveraging design-centric tools and applying agile principles.

This session will cover key tools and processes that Business Analysts need and how they can enhance the Core Competency Business Analysis model.

Business Analyst's Path to an Agile Coaching Career

Dr. Hasnain Rizvi, PhD, PMP, CBAP, PMI-ACP, CSP, CSM



An Agile Coach's primary goal is to enhance their client's awareness of practice and behavior by enabling and empowering the client to realize objectives which may be just outside of their reach. In interactive discussions, attendees will learn to appreciate that through thoughtful and deliberate engagement, the Agile Coach strives to enhance, in a measurable and sustainable fashion, team practices in order to provide focus on the business goals

and objectives of the team and organization.

Whether the Agile Coach is internal or external to the organization, coaching covers a broad spectrum that participants with a Business Analysis background can leverage to catapult into an Agile Coaching career. These include, but are not limited to capabilities related to teaching, mentoring, problem solving, planning, leadership, team-building, mastery of interpersonal skills and business domain knowledge.

This session will cover how Agile Coaches must challenge organizations to change culture by establishing new paradigms, which permit agile-lean thinking and quickly deliver value.



TRANSFORMATION AND CAREER (Room C130)

Scaled Agile: The Role of the BA in Large Agile Transformation

Guillermo Garcia, BCS, SPC, RTE, PMP, PMI-ACP, CSP



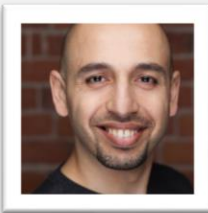
Scaled Agile is an approach to implement Lean-Agile principles in large organizations, but it is not always easy to identify how traditional BA responsibilities translate to large agile implementations.

In the software age, enterprise existence is depending on an organization to respond and adapt to its environment and deliver value to customers when they need it. The new role of the Agile BA is to support the enterprise agility by connecting the company’s vision to employees activities.

In this session, we will discuss what scaled agile is, why business agility is mandatory today to remain competitive, what the current most popular scaled agile frameworks are and what the role of the agile Business Analyst is in large agile implementations.

The Blockchain Disruption

Hussein Hallak, CBBF



Discover how blockchain technology works and prepare yourself for the next technology revolution.

Be better informed and prepared to step up your game. Today’s top companies are looking for highly informed tech-minded professionals who are not just focused on business as usual. Find out why this is important to Business Analysts and what you need to prepare.

In this session we will explore what blockchain is, find out how it is disrupting industry, and learn how to prepare for a new blockchain dominated future.

FRAMEWORKS and MODELS (Room C130)

Creating an Agile Backlog and the Quest for Value

[Lukas Klose](#), PMP, CTC



Agile – it seems to be everywhere – but what makes a good agile BA?

Develop a solid understanding of one of the cornerstones of agility: incremental and iterative delivery, and the quest for delivering value to users continuously and often, while learning from them and improving your products.

In this interactive session you will learn what the difference is between backlog items, increments, MMPs, and MVPs, and how to facilitate a workshop with business stakeholders to create a truly agile Product Backlog.

This interactive session will engage you with ample hands-on practice and real-life examples.

The Practical Guide to High Quality Business Process Models

[Edmund Metera](#), PMP



Despite proven process management and information technology (IT) methodologies, excellent modeling tools, and robust modeling notations (like BPMN), and despite all the well-intentioned efforts of Business Analysts and modeling participants, there still are a lot of ineffective business process models out there.

Why?

More than anything else, a business process model's quality relies upon the competence of the business or process analyst. Competence is marked by an effective, consistently practiced approach for producing a business process model in the face of unique project dynamics.

This practical session will help you to produce high-quality business process models by adopting a defined and proven approach.



FRAMEWORKS and MODELS (Room C130)

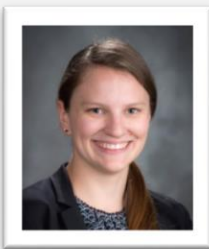
Demystify Strategic Planning

Rob Adams, MBA, B.S. Computer Science
Shannon Bridson, MBA, B.A. Psychology



The process to build a strategic plan will challenge the thinking and assumptions of the decision makers in your organization. This session is for the new or experienced Business Analyst, who aspires to lead in strategic planning.

We will share the steps, skills, and tools needed to build a strategic plan.



The session will help Business Analysts gain the knowledge and learn the skills to talk with the leaders in their business. Business Analysts will gain confidence to help the decision makers articulate their core values, vision, objectives, initiatives, and metrics and build a strategic plan to execute the vision.

Referring to BABOK tasks and techniques, each step will include an example and lessons learned from a real life strategic engagement.

Attendees will finish the session with more confidence to move from a Business Analyst to a Strategic Planning Business Analyst.

The Enterprise Architecture Rigour vs Relevance Dilemma - Applying an Agile Approach

Irshad Abdulla, PhD, CISA,
CGEIT, TOGAF 9



Whilst business appreciates the value of Enterprise Architecture (EA), there have often been perceptions that EA projects do not adequately deliver on this intended value. One of the contributing factors is the rigour versus relevance dilemma – does the EA project prioritize getting the EA methodology, framework, modelling and tooling right (rigour) or does the project prioritize using the EA to address only the immediate business needs and problem

statement (relevance)?

In this session we will cover what we mean by rigour and relevance in EA through the lens of four distinct types of Enterprise Architectures, what each type of architecture brings with it (pros and cons), and how applying an agile approach to EA development may result in a happy medium between rigour and relevance.

Finally, we illustrate how these agile concepts can be integrated into an organization’s existing EA Framework and tools.

SKILLS and TECHNIQUES (Room C100)

Using Business Intelligence Tools in the World of Business Analysis

[Sanja Stojanovic](#), ITIL, BPNM, MCBA
[Michelle Chan](#), ITIL, DSFC



Are you spending too much time organizing requirements? Do your business users struggle to find time to read and validate requirement documents and spreadsheets? Have you ever dreamed of having a magic wand that will transform requirements into visualizations that can be easily shared and communicated with your business users and product owners? Do you have a huge backlog and would love to start gaining insights to the list and start organizing?



If you answered yes to any of these questions, this session is the right session for you. This session will provide examples how to use modern business intelligence tools to save time, effectively communicate and manage user expectations. There will be demos on how to use business intelligence tools for business analysis, project management, portfolio analysis and more.

User Story Improv for Product Innovation

[Andrew Rose](#), CTC, CSM, ACC



When trying to come up with something different for our products, the techniques we have historically used may no longer work. Different facilitation techniques may need to be tried to help the team think differently about a problem. User Story Improv provides a set of techniques derived from the motion picture industry that teams can use to quickly set up the collaboration session. Once learned, the team can be playing with new ideas in under 20 minutes.

1. A simulation with a group of volunteers demonstrating the technique.
2. Groups have a chance to participate among themselves using the technique.
3. A group debrief to discuss key learnings and takeaways.

After attending this workshop, participants will be able to approach user story writing in a way that generates novel, new thinking in an engaging and interactive format and guide their teams through the user story improv format.



SKILLS and TECHNIQUES (Room C100)

BEING AGILE: The BUSINESS and the ANALYST?

Bola Adescope, ITIL, PMP, PRINCE2, CBAP, CSSBB, MSP, CSM, PSM



Agile Transformation is the biggest movement across several industries and sectors, and this trend would remain for a very long time. According to the report “STATE OF AGILITY 2019” by AGE of PRODUCT in collaboration with Scrum Alliance and Agile Alliance, there has been upward trend in the percentage of organizations moving from traditional waterfall to Agile Methodology. While this is great, barely 30% are getting the benefit of the transformation. One factor responsible was the understanding of the core of Agile.

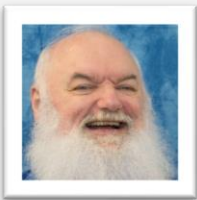
This session seeks to address that challenge in two main parts, with focus on Business Analysts and the value they bring in ensuring their organizations attain business agility.

The first part of this session looks at the foundational principles of Agile by testing your understanding of the concept of Agile and aligning their knowledge with the core construct of Agile.

The second part looks at the role a Business Analyst plays in Agile, the change in mindset needed and how to write effective user stories that deliver value to users and customers.

The BA Role in Transitioning a Project to Operations

David Davis, PMP, PgMP, PBA, ACP



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 session will focus on how the BA can help 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). You will also explore the BA role in both the project artifacts and business process workflow once the project is done and handed off to operations.

PLATINUM SPONSOR



Continuing Business Studies

LUNCH N' DISCUSS (Room C400) | 12:00pm – 1:00pm

IIBA® Vancouver Chapter

IIBA® Vancouver Chapter Board members will be available for questions on other events and to discuss the benefits of IIBA® global and local membership.

Start the Conversation

Attendees can post questions they wish to ask and start the conversation by posting to Social Media with the hashtag [#IIBALND](#) on Twitter and LinkedIn.

Information on New Certifications

Attendees seeking to use their Professional Development (PD) hours obtained at this Professional Development Day towards an IIBA® certification may obtain printed materials and in person advice during the Lunch N' Discuss Session.

The logo for ECBA Certified, featuring a brown trapezoidal shape with "ECBA™" at the top, "CERTIFIED" in a white banner, and "IIBA®" at the bottom.	The logo for CCBA Certified, featuring a grey trapezoidal shape with "CCBA®" at the top, "CERTIFIED" in a white banner, and "IIBA®" at the bottom.	The logo for CBAP Certified, featuring a yellow trapezoidal shape with "CBAP®" at the top, "CERTIFIED" in a white banner, and "IIBA®" at the bottom.	The logo for AAC Certified, featuring a yellow circular shape with "AAC" at the top, "CERTIFIED" in a white banner, and "IIBA®" at the bottom.	The logo for CBDA Certified, featuring a grey circular shape with "CBDA" at the top, "CERTIFIED" in a white banner, and "IIBA®" at the bottom.
Entry Certificate in Business Analysis™ (ECBA™)	Certification of Capability in Business Analysis™ (CCBA®)	Certified Business Analysis Professional (CBAP®)	Agile Analysis Certification (IIBA®-AAC)	Certification in Business Data Analytics (IIBA®- CBDA)



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Exhibitors



Continue Your BA Professional Development Journey With Us

Who We Are

International Institute of Business Analysis™ (IIBA) is the non-profit professional association dedicated to the field of business analysis.

Through a global network, IIBA® connects Members, Chapters, Corporations and Partners around the world to advance the business analysis profession by uniting a community of professionals to create better business outcomes. As the voice of the business analysis community, IIBA® supports the recognition of the profession, and works to maintain standards for the practice and certification.

The IIBA® Vancouver Chapter is for anyone who is interested in business analysis and who wants to be involved with a recognized professional association. We are a community-based organization that provides learning and social opportunities for business analysts.

*Become an
IIBA
Vancouver
Chapter
Member*

Gain a Competitive Edge In Your Career. Join our local Chapter today with our low membership fee of \$30 annually. The chapter membership extends your IIBA® global membership and gives you great educational, social and networking value, including access to online resources.

<https://vancouver.iiba.org/membership>

*Purchase
Corporate
Package*

In accordance with the goal of supporting the career of business analysis professionals, IIBA® Vancouver Chapter has established the Corporate Package to reach more business analysis professionals in British Columbia.

The package is designed to create an ongoing relationship with employers and organizations to encourage their business analysis practitioners to participate in the various events and professional development opportunities offered by the IIBA® Vancouver Chapter.

This package offer is a great value at the annual cost of \$500.

Please email sponsorship@vancouver.iiba.org and we would be happy to tell you more about how it can work for your organization!