

## Fast Track Your Next BA Career Move!

### Why You Should Be Interested

In today's tough economic environment, it is key to stand out as a professional. This year, we have tailored our Professional Development Day to ensure that participants learn how to be a well rounded BA, engage with senior level clients and explicitly demonstrate value of your work.



### What You Will Learn

Through hands-on interactive workshops you will learn skills you can take home and use immediately on topics such as strategic business analysis, how to present yourself to senior leadership, and how to understand a company's value proposition. Our expert facilitators will provide tools, templates and methodologies you can take home and apply immediately.

- **Take home Templates**
- **Earn CDU's for certification**
- **Network with hiring employers**

**Calgary IIBA<sup>®</sup>**

**Professional**

**Development Day**

**October 24, 2016**

**at the**

kahanoff conference centre

giving back to the community

**Kahanoff Conference  
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*Enhance your business*

*analysis skills and  
competencies!*

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June 1 – Aug 31

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June 1 – Aug 31

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## Opening Keynote

### Sales Mastery: Leading Yourself and Your Organization

#### Session Description

The best ideas don't win. The ideas that get implemented best win. Successful business leaders are adept at selling their ideas, proposals and plans. They can generate results even in tough, lean times. Most professionals spend very little time mastering this critical skill. This session will build on the talents Business Analysis professionals already possess and give you the sales understanding and tools to create a bigger impact.

#### Learning Objectives

- Objective #1: It's largely about the mindset. Learn how to communicate so what you show or present in front of others is not only seen, but heard!
- Objective #2: Sales is a process. Learn a "practical process" on how to sell your ideas to others – team members, project managers, business leaders and executives.
- Objective #3: Value is key. Learn how to "communicate the value of your idea or initiative" to the decision makers so you can get from 'no' to 'yes'

#### Speaker Bio

**Vincenzo (Vince) Aliberti**, Ph.D. is Senior Consultant and Business Strategist Veris Inc. with over 20 years of experience in corporate strategy, business transformation, change management, sales and marketing, and relationship management. Vince has a strong ability to create, communicate and lead a call to action. He is a results-oriented professional who embraces change and thrives on challenges! Vince is the author of three books: Canadian Domestic & International Mergers and Acquisitions, Achieve Your Greatness and 4 Truths. An accomplished public speaker having delivered keynote speeches at a variety of conferences, he holds a Ph.D. from Western University specializing in Mergers & Acquisitions and Foreign Direct Investment.





## Strategic Analysis Workshop Series

### Value-added enterprise analysis – using the Business Model Canvas to engage senior leadership

#### Session Description

In this workshop, Neville will demonstrate the use of visual business tools like the Business Model Canvas, Value Proposition Canvas and Partnership Canvas to engage senior business and technology leaders and create a common language for discussing the business's strategy, requirements and priorities.

#### Learning Objectives

- Understand how visual tools can be used to bridge the gap between IT and the business; learn the basic uses of the most important visual tools; learn how to engage senior leaders and overcome objections.

#### Speaker Bio

**Neville Chamberlain** graduated with a BSc in Computer Science and Mathematics way back in 1984 – before business analysis was invented. He spent 16 years in the software development and high tech world, developing everything from COBOL dialect translators to web-based applications. In 2001 he did his first company turnaround and has spent the last 15 years either managing companies or consulting to organizations in need of change – most often with a technology underpinning. His mix of technical and executive management experience has given him a unique insight into the world of business analysis – crossing the divide between IT and the business. Over the last 5 years he has specialized in business model design and strategy development using visual tools like the Business Model Canvas.





## Strategic Analysis Workshop Series

### What's the Big deal of Strategy in Business Analysis?

#### Session Description

Business Analysts work in organisations and on projects with the implicit goal of delivering value but the realities it that not all projects deliver value. What role does strategy analysis and alignment play in value delivery?

This workshop will explore key elements of strategic alignment in the value creation process and provide Business Analysts with strategy perspectives in value delivery.

#### Learning Objectives

- Explore key elements of strategic analysis
- Reinforce the importance of Strategy Analysis in value delivery
- Leverage strategic alignment to drive organizational goals, optimise delivery, improve performance and drive efficiencies.

#### Speaker Bio

**Ola Ifidon** is the CEO/Engagement Partner for ValCon Inc., a Management and Business Consulting company in Alberta, Canada.

She is an experienced professional and an erudite scholar with a first degree with honours in Economics (B.Sc. Hons) and a merit award winner in Monetary Economics. She also has Masters in Business Administration (MBA) degree from both Cornell University in New York, USA, and from Queens University, Ontario, Canada. Ola is the first Certified Business Analysis Professional (CBAP®) in the province of Alberta from the International Institute of Business Analysis (IIBA®) and is also a certified Project Management Professional (PMP®) from the Project Management Institute (PMI).



**ValCon Inc. Canada, Business and  
Management Consultants**

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## Strategic Analysis Workshop Series

### Leadership and Management: Essential Competencies for Breakthrough Business Analysis

#### Session Description

Are you a natural leader or manager? Do you find yourself inspiring others, challenging the status quo, creating order or addressing complexity in your project, operational or strategic role? Have you considered what your innate talents are today and how to best apply and develop these to add even greater value to your team and develop the career of your dreams? Join us for this fun interactive session to gain insight into your own strengths and potential areas for growth and take away practical tips that you can immediately apply to your work and personal life. All Business Analysts welcome!

#### Learning Objectives

- Learn what is leadership versus management and the primary characteristics of each
- Learn where you currently sit on the continuum of leadership and management potential
- Learn what are some of the best ways to apply leadership and management practices to your role and to close the gaps or overcome the obstacles you face

#### Speaker Bio

**Marlene Barker**, B.Sc. is Practice Lead and Senior Consultant at Veris Inc. a value and results-based consulting firm. Marlene is the current IIBA® Regional Director, Americas West and Past President, Calgary IIBA® Chapter. Prior to becoming President, Marlene held the role of VP, Corporate Development and various other volunteer positions. She holds the Prosci Change Management Certification, is member of International Society of Performance Improvement, sits on the BA Advisory Committee at Mount Royal University in Calgary and presents at various professional conferences in Canada and the United States. Marlene loves to travel and enjoys international home exchanges.



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## Practical Business Analysis Series

### Practical Software Metrics

#### Session Description

This session will introduce the student to Practical Software Metrics. Most organizations measure many things, but do they really know why they measure what they do? Many organizations measure what is easy to measure or whatever other companies measure.

The purpose of measurement is to answer questions. But what questions? They will differ from company to company and department to department. We ask questions to determine our status and see if we have achieved our goals. The Goal-Question-Metric paradigm is a tool that allows us to properly determine what metrics to gather, when to gather them and how to gather them.

#### Learning Objectives

- Understand the different kinds of software metrics
- Utilize GQM to determine what metrics to gather
- Determine and implement techniques for gathering the metrics you need

#### Speaker Bio

**Alan Goodbrand** has been in IT and business for over 45 years. Although originally a developer, he concentrates now of the Management side of IT, that being, Project Management and Business Analysis. In other words, working with the client to make sure that the products IT builds are what the client wants and needs. He has a Bachelor's degree in Computer Science from the University of Waterloo and a Master's degree in Software Engineering from the University of Calgary.

Being semi-retired, he now divides his time between teaching, building his house and taking care of 13 horses, 2 dogs, 3 cats, 7 chickens, oodles of gardens, etc.



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## Practical Business Analyst Series

### BABOK® Guide V3 Perspectives in 2 Hours or Less

#### Session Description

The new BABOK® Guide version 3 released last year captured a large growth in the Business Analysis Body of Knowledge over version 2, and one of the most significant changes was the introduction of the concept of “Perspectives”. This session will focus on this new section of the BABOK® Guide and describe each of the perspectives and provide a very high-level overview of core concepts. This session should be of interest to anyone who is currently considering their CCBA or CBAP exam and received training on the BABOK® Guide v2 or have not received any formal BA training in the past.

#### Learning Objectives

- Introduce the “Perspectives” chapter of the BABOK® Guide v3.0
- Describe core concepts of each Perspective
- Discuss how BA’s fit into each Perspective and their key roles

#### Speaker Bio

**Colin Moreland** has an extensive background in BA and PM working in both the Oil and Gas and Post Secondary industries. Colin has led BA teams at 3esi-Enersight, a Calgary-based software company as well as the University of Lethbridge, and has been an instructor of Business Analysis at Mount Royal University for 4 years. Colin has lectured at the IIBA Calgary Chapter, the CUCCIO CANHEIT conference, and the SPE HEES Conference on Business Analysis and business process improvement projects. Colin is currently the PMO Manager at the University of Lethbridge.

#### About Mount Royal University

Mount Royal University’s Faculty of Continuing Education offers practical, engaging and flexible programming across all sectors in business, industry, health care, social services, and education. MRU provide learners with top quality learning opportunities in the classroom, online, in the workplace, and throughout communities. The Business Analysis program is one of the many programs offered, and includes instruction from industry veterans and subject matter experts like today’s IIBA speakers.



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## Practical Business Analyst Series

### Project Management Skills for the Business Analyst

#### Session Description

Many business analysts find themselves in the position of planning business analysis activities, estimating effort, managing dependencies, managing key stakeholder relationships, and leading teams towards a common objective. All of these activities require the business analyst to have a sound level of understanding of key aspects of project management; while integrating that knowledge with specialist knowledge of business analysis in order to be successful. During this session, participants will explore the key skills needed at the intersection of business analysis and project management and understand how to effectively combine the two to increase business analysis success on the project. Together, we will also explore some common pitfalls and learn techniques to avoid and manage those situations. !

#### Learning Objectives

- Understand key intersections between business analysis and project management
- Explore tools and techniques that combine project management and business analysis to increase the success of the business analysis effort and overall project
- Identify common pitfalls at the intersections of business analysis and project management, equipping ourselves with tools and techniques to avoid and manage those situations

#### Speaker Bio

**Chris Harper** is a uniquely diversified Certified Management Consultant (CMC) and Certified Business Analysis Professional (CBAP), Chris has been providing consulting services to various industries and organizations primarily in the areas of ERP implementations, business process improvement initiatives, and enterprise content management projects for more than ten years.

On projects, Chris has had various roles including senior business analyst, project manager, management consultant and team lead often taking on responsibilities in the areas of change management, subject matter expertise, stakeholder relations, quality assurance, training, solution design, and sustainment.

Chris is an instructor in the Business Analysis Achievement Certificate program with SAIT and enjoys sharing his passion for learning with others.



**Chris Harper | Consulting**





## Schedule

7:30am – 8:00am	Registration Desk Opens - Continental Breakfast	
8:00am – 8:15am	<b>OPENING KEYNOTE</b> Sales Mastery: Leading Yourself and Your Organization Vince Aliberti, Ph.D	
8:15am – 9:15am	Break	
	<b>STREAM 1: Practical BA</b>	<b>STREAM 2: Strategic BA</b>
9:30am – 11:30am	<b>Practical Software Metrics</b> Alan Goodbrand	<b>Value Added Enterprise Analysis</b> Using the Business Model Canvas to engage senior leadership Neville Chamberlain
11:30am – 12:15pm	LUNCH AND NETWORKING	
12:15pm – 2:15pm	<b>BABOK® V3 Perspectives In 2 Hours or Less</b> Colin Moreland	<b>Leadership &amp; Management Essentials</b> Competencies for breakthrough business analysis Marlene Barker
2:15pm – 2:30pm	Break	
2:30pm – 4:30pm	<b>Project Management Skills for Business Analysts</b> Chris Harper	<b>What's the big deal of strategy in Business Analysis</b> Ola Ifidon
4:30pm – 4:45pm	Sponsors Recognition and Prize Draws	
4:45pm	Adjourn	

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