



# Digital Disruptors & The Future of Business Analysis

## Why You Should Attend

A great way to take advantage of a valuable opportunity to take your skills to the next level, learn from experts and network with peers. If you are a business analyst who wants to boost your performance, increase the value of your services or earn 5 Professional Development (PD), Continuing Development Units (CDU's), this conference is for you!



## What You Will Learn

Through interactive sessions, participants will learn business analysis key concepts and techniques to apply back on the job and to help stay current in today's business world.

## Our Facilitators

Experts in training, business analysis practice and IIBA® global standards, our top-notch facilitators are committed to ensuring participants achieve the highest order of value in their learning experience.

## Business Analyst Professional Development Day

**June 9, 2018**

Saturday

Register early! [www.seattle.iiba.org](http://www.seattle.iiba.org)



Keynote

JARED GORAI, CBAP™

Director, Regions & Chapters International  
Institute of Business Analysis™

**IIBA®  
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**IIBA® Members  
Save \$10!**



**Seattle  
Chapter**



## Schedule

*Schedule is subject to change*

10:00 am – 11:00 am	<b>Sign In – Networking - Meet the Sponsors</b>	
10:30 am – 11:00 am	<b>Introduction to IIBA®, IIBA® Seattle, and the Certifications</b> <i>Seattle IIBA®® Chapter Board Members</i>	
11:00 am – Noon	<b>Keynote – Digital Disruptors &amp; The Future of Business Analysis</b> <i>Jared Gorai</i>	
Noon – 12:15 pm	<b>Break</b>	
12:15 pm – 1:15 pm	<b>Insights into Overcoming Resistance</b> <i>Marlene Barker</i>	<b>How to Stop Being an Order Taker and Deliver Real Value</b> <i>Jared Gorai</i>
1:15 pm – 1:30 pm	<b>Break</b>	
1:30 pm – 2:30 pm	<b>Power of the Balanced Scorecard</b> <i>Marlene Barker</i>	<b>It’s All in the Plan!</b> <i>Jared Gorai</i>
2:30 pm – 2:45 pm	<b>Sponsorship Recognition and Draws</b> Participants Must be Present to Win Wrap Up/Hand In IIBA® Evaluation	

Thank You to Our Sponsors

**REVEL**



Congratulations from IIBA® on your 10<sup>th</sup> anniversary!

**10** YEAR  
ANNIVERSARY



Register at <http://seattle.iiba.org>  
Questions? [education@seattle.iiba.org](mailto:education@seattle.iiba.org)



## Session Descriptions

### Digital Disruptors & The Future of Business Analysis (Key Note)

Times are changing at a faster and faster pace and business analysis professionals need to understand the changes and how they affect the world around them. In this session we will review seven of the 12 digital disruptors as identified by the McKinsey Global Institute and discuss how they are already transforming our lives, our organizations and the global economy. These disruptors will deliver value to organizations with lower costs, faster development times, and with a greater impact on the customer experience. We will reiterate the core concepts of business analysis and move on to understanding the trends in the business analysis realm as well as the future challenges that business analysis professionals will face in the very near future.



**Jared Gorai** is Director of Regions and Chapters of IIBA® with over 25 years of business and leadership experience

### It's All in the Plan!

Benjamin Franklin once said that “Failing to plan is planning to fail” and it is still true a couple of centuries later. As business analysis professionals planning is critical to project success yet it is often overlooked.

Learn some fundamentals on planning:

- How to define the problem
- Understanding your stakeholders
- Tool & techniques to aid in your planning efforts

### Do You Want Fries With That? How to Stop Being an Order Taker and Deliver Real Value

There are some business analysts that do their work as directed by project managers, VPs and other stakeholders but are they missing the point of business analysis? How do we elevate the profession so that the business analysis professionals are leading the change efforts and that we are seen as project leaders and not order takers? How do we transition from doing as we are told to delivering real value? Learn how to become a trusted advisor and help enable better business outcomes at the strategic level:

- Understand the value difference between order taker and advisor
- Understand why we say Yes and how to focus on value delivery
- Be wary of the Value Trap and how to overcome it
- Build relationships to transition into the role of a trusted advisor

## Pre-Session

### Introduction to IIBA®, IIBA® Seattle, and the Certifications

Learn about the numerous benefits of membership and the path to certification, whether you're new to the area, new to Business Analysis, or an experienced professional.

10AM – 3PM  
**June 9, 2018 - Saturday**



## Session Descriptions



**Marlene Barker, B.Sc.** is Practice Lead at Veris Inc., a value and results-based consulting firm and Regional Director, Americas West at IIBA®

### **The Power of the Balanced Scorecard**

What you measure is what you get. Business leaders know that what is measured in their organization strongly affects the behaviour of their management and staff. Being able to connect the corporation's vision down through the strategic objectives, performance targets and relevant actions is fundamentally critical in business today, yet less than 10% of organizations claim they are good at this. The balanced scorecard is a strategic management system that helps organizational leaders plan for and track progress to achieve better business outcomes in accordance with their strategy. Learning objectives:

- Learn what is the balanced scorecard and how it is used in business
- Learn how to develop key components and building blocks of the balanced scorecard
- Learn how to zero in on value-added concepts and actions you can apply today

### **Pushing a Heavy Boulder up a Hill: Insights into Overcoming Resistance**

Have you ever noticed that when designing and implementing business improvements, there are always some individuals that don't seem to care or are outright resistant? Are these people just not interested or are they simply being difficult? What is in their way? Is there something that can be done about it? Organizational change management is about the people side of change. Learn more about the dynamics of change with individuals and in corporate culture. Gain insight into what works and what does not work when it comes to managing and overcoming resistance. Learning objectives:

- Learn what are some of the most common causes of resistance in the workplace
- Learn how you can spot resisters on your projects or in your organization
- Learn what are some of the best things you can do about it

Network and meet other professionals!