

The Central Iowa Elicitor

Central Iowa Chapter IIBA®

Message from Our President



President
Heather Mylan-Mains
Central Iowa Chapter IIBA®

Reflection is interesting. It provides smiles from fond memories, shudders from those things that didn't go as we had hoped, or sighs of gratitude from things that went well. I have an abundance of smiles and sighs from my time as President of the CIC Chapter IIBA®. The shudders are brief and have provided great learning opportunities and sometimes some laughs.

Small things lead to great things. Through many small things, our community has grown and changed. As a result of small things such as a friendly welcome to

check in for a meeting, a great presentation or an email reminder that it's time to register for the next meeting, our chapter has grown into a chapter to be recognized! A strong IIBA® chapter has filled Central Iowa with more informed business analysts prepared to tackle the challenges businesses face. We have such great people with innovative ideas and approaches to problem solving in our little part of the world!

Thank you to all of you I have volunteered with through the years. You have each inspired me and taught me, which made me a better business analyst and leader. I appreciate you and hope we will connect again in the future. Thank you to all those people I have met at IIBA® monthly meetings, study groups and events. I am grateful for all the people whose paths have crossed my way and look forward to all the paths I cross in the future through IIBA®. The stronger we are individually, the better we are together. Keep learning and educating what business analysis is and what it isn't.
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From the Desk of President-Elect Bev Sells



President-Elect
Bev Sells
Central Iowa Chapter IIBA®

Spring has sprung and change is in the air. I would

like to reflect on what we as a community of professionals have been doing.

Let us start down the journey with a few of the highlights from 2012.

Steady growth has given us many opportunities to widen our networking with other business analysis

professionals. Successful monthly programming offered a bounty of learning.

I-BADD 2012 was our 5th annual professional development day with the highest attendance yet. We have come a long way from our very first I-BADD in 2008.

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1st Quarter 2013
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2011 IIBA Growth Chapter Award Winner



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Someday it will be second nature to our business and IT partners to understand the value the profession brings.

I look forward to being past president and supporting the board as they grow into 2013 and beyond!

I am excited to have Bev Sells as the next president of our chapter. She is a great business analyst with a top-notch tool kit. She and the rest of the board will continue to be successful.

Heather Mylan-Mains

President, Central Iowa Chapter IIBA®

Central Iowa Chapter IIBA® - Election Results

We would like to extend a big “thank you” to everyone who participated in our 2013 Board of Directors nomination and election process. We had a wide variety of nominations and as we announced in February, here are the results:

Director of Finance and Treasury: Brian Larkin*
Director of Communications: Ann Stough
Director of Website and Technology: Phil Marcuson
Director at Large: Jason Palmer*
*incumbent

These board members will serve a two-year term starting April 1, 2013.

Also as part of this year’s ballot, there were a few updates to the existing bylaws that were approved by the majority of voters.

You can find more details about our current Board of Directors and the bylaws at the Central Iowa Chapter IIBA® website: <http://www.centraliowaiiba.org>.

To close out the 2013 election process, the Nomination Committee conducted a lessons learned session to document best practices, update communication plans, etc. The committee also discussed what went well and identified a few issues that could be improved for future elections.

Thanks to the 2013 Nomination Committee for volunteering your time to ensure a successful election:

Melissa Mosbach (chair)
Teresa Celsi
Chase Petsche
Bev Sells
Andrew Walling

I-BADD 2013: Eating Elephants & Avoiding Stale Analysis Breakout and Keynote Sessions Summaries

By Ann Stough

Eating an elephant and overcoming stale analysis are resolved similarly; one bite at a time. The pressure of projects to speed information sharing, using restrictive templates to frame elicitation, and having few tools in the BA toolkit are some of the causes of stale analysis. The path of least resistance can guide analysis and requirements development but if we’re honest with ourselves, it shouldn’t.

Before the hate mail starts rolling in, let me clearly state that I’m not advocating eating elephants. It’s a metaphor to raise awareness that stale analysis is a large problem that can be overcome. I-BADD attendance is an effective step towards resolution and here are some ways it helps:

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From the Desk of President-Elect Bev Sells *(continued from page 1)*

Also in 2012, CIC IIBA® offered our first Agile Study Group. Feedback has been great and attendance quickly outgrew the location. Thanks to Kent McDonald, Jason Palmer, Visiont and Kemin. BABOK study groups twice a year provided a guided tour of the BABOK and hands-on discussions about what others experience.

CIC is the first to host a BA Leadership Council as an opportunity for leaders of business analysts to gather together and share concepts, what works and doesn't work and to help provide guidance to our professional community.

To our wonderful sponsors, the biggest thank you for your support to the organization and the profession!

This year will be a year to remember! January started with the General Annual meeting held at EMC Insurance Companies. A big thank you to the many volunteers from EMC with Ted Rasmusson and Denise Mernka leading the way.

February we heard from Kelly Green and Ethan Hartman on Rapid Design and Visualization with their hands-on experience shared. Thanks Kelly and Ethan for a great interactive session.

March brought Bob Prentiss back to town for Requirements Elicitation in Crisis. We learned how to negotiate release of our requirements from hostage takers.

April features our past president Heather Mylan-Mains. She will lead us out of the dark forest of process.

In April, Phil Marcuson and Ann Stough join the board. Please join me in welcoming them to the board. Remember your board members are here for you: be sure to reach out to any of us with suggestions or ideas.

I-BADD 2013 is in May and Mary Kaufmann, and Julian Sammy will be our key note speakers. You won't want to miss this day! There is still time to register and join us on May 17. Let's talk about your ideas for future opportunities and what makes our Central Iowa Chapter so important to you!

Bev Sells

Contact me at PresidentElect@centraliowaIIBA.org

What's next for the outgoing board members?

Greg Booton

What will I be up to after the CIC IIBA® board of directors? My wife Diane and I hope to start taking advantage of having raised our three children, Katie, Brad and Andrew, and begin to do some traveling outside of Iowa. We are planning to vacation this summer in South Dakota and see the sights; Mount Rushmore, Crazy Horse, etc. We'll also be spending as much time as possible camping and playing at our friend's lake & camp ground near Iowa Falls. I'm also going to enjoy many hours outdoors playing disc golf, biking on the wonderful trail systems in central Iowa, and playing with my 6 month old granddaughter Lucy as she begins exploring the outdoors during her first summer. Oh, and I guess I'll try to get some work done at my paying job, Principal Financial Group! And last but not least, continuing to participate in the wonderful development opportunities provided by the Central Iowa Chapter of IIBA®.

I'd like to thank my friends on the board of directors and members of the newsletter committee. Thank you for your leadership, patience and team work. I learned a great deal

from all of you and I am a better BA because of my service on the board.

Barbara Allen

What will I be doing after my tenure on the CIC IIBA® board of directors ends? I will be dividing my volunteer time among the two other board positions. One position is with the Iowa DAMA (Data Management) board <http://www.dama.org/i4a/pages/index.cfm?pageid=3285> and the other is on a local food shelter board. Additionally, I will be supporting chapter development by working with Heather Mylan-Mains in her new role as Deputy Vice President Chapters IIBA®.

From my tenure on the Central Iowa Chapter board I have come to know all of the hard-working volunteers, the enthusiastic members and all of the other IT professionals who make the Chapter an interesting and relevant organization. It has been my honor to serve them for over 4 years. I am ever so pleased to be a part of I-BADD 2013 this year and expect it to be a memorable experience for all of those who attend.

CIC IIBA® Upcoming Events

April 23 – Agile BA Discussion Group at West Des Moines Public Library

April 25 - Monthly Chapter Program Meeting at Farm Bureau. Heather Mylan-Mains will present "The Dark Forest of Process, a Business Analyst's Survival Guide."

May 17 – I-BADD 2013 at the Sheraton Hotel in West Des Moines.

May 21 – Agile BA Discussion Group at West Des Moines Public Library

An Invitation to the Central Iowa IIBA® Presentations Library

Have you ever wanted to revisit any of our monthly programs that you've enjoyed or found very helpful? Did you know we store the presentation materials provided by our guest speakers on our CIC IIBA® website? Check out our Presentations Library! When guest speakers provide their presentation materials we store them there. Visit it today and add it to your favorites:

<https://sites.google.com/site/centraliowaIIBA®/home/presentations>

I-BADD 2013: Eating Elephants & Avoiding Stale Analysis Breakout and Keynote Sessions Summaries

(continued from page 2)

1. Tools and Techniques. This track gives attendees the knowledge necessary to wield the knife and fork effectively.
 - a. Kent's presentation of "Analysis in Agile: There's More to it than User Stories" provides guidance for performing just enough business analysis to discover the right things to build.
 - b. Jennifer's presentation of "Writing Better Requirements" focuses on examining requirements to identify improvements and a few techniques analysts can use to improve requirements regardless of environmental factors.
 - c. Christian's presentation of "Power(ful) Tools for the Master Business Analyst" helps attendees learn to inspire stakeholders while summarizing complex processes without exceeding attention spans.
2. Practitioners. This track sharpens the knife and helps the analyst to choose the right fork.
 - a. Hari's "Rapid Alignment" success story using Lean thinking to reshape project approach at Nationwide is a great example of the elephant metaphor. The audience will recognize Nationwide's painful original state in their projects and come away with appreciation of the current state. Participants can expect to experience hope and motivation.
 - b. Paul's presentation of "Are Your Business Processes Really Processes" takes swimlane process diagrams farther than mere creation so that the audience learns to use the information and identify patterns.
 - c. Julian's presentation of "The Dangerous Question" uses an evidence-based and experiential approach to explore a central challenge of business analysis – that BAs exist to question the motives of stakeholders and the approaches that can be taken to be successful.
3. Leadership. Why stop with elephants? The leadership track expands horizons.
 - a. Elizabeth's "Fantastic Voyage or Impossible Dream" presentation explores new roles for business analysts and a framework to move toward a trusted internal consultant.
 - b. Gary's "Redefining What it Means to be a Business Analyst in the Agile Age" presentation addresses evolution for the analyst and practical information for assuring an analyst's value to the organization.
 - c. Holly's "Transitioning Talent" presentation focuses on best practices to transition new talent into performing team members through an effective onboarding process.
4. Keynote Sessions. The two keynotes are change related, but different topics. Prepare to be motivated and refreshed.
 - a. Julian's morning keynote will speak on "Business Analysis is the Latest Change to how Organizations Change - the latest, but is it the last?"
 - b. May's afternoon keynote will be "Embrace and Influence Change."

I-BADD 2013 on May 17th is going to be a great day. In addition to techniques BAs can use right away, there's more value for the fee: a superior networking opportunity to learn about how other companies perform analysis, acquaintance with business analysis investors (sponsors), and last but not least free food. For those of you who haven't signed up yet, there's still time! There is no place in Central Iowa where can you find so much training value for so little cost.

In case a literal translation is needed, don't eat elephants but do use this I-BADD opportunity to battle stale analysis one bite at a time.

CIC IIBA[®] Benchmarks & Milestones

Congratulations to Andrea Jackson of Principal Financial Group for earning her CBAP[®] in October 2012. Andrea has been a BA for 11 years. She worked on her certification for more than three months. Way to go!

Share your professional successes with other members in our new feature, Benchmarks and Milestones.

Professional accomplishments such as awards, recognition, speeches, publications, promotions or programs are all of interest to other business analysts in Central Iowa. Click on the link below and fill in the information. IIBA[®] members represent quality and excellence in business analysis.

We all share in your success!

<http://www.centraliowaiiba.org/wordpress/?p=5391>

Members of the CIC IIBA[®] newsletter committee are:

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