# CDU Receipt

**How to Build Shared Understanding with Example Mapping**

One of the primary responsibilities of business analysts, product owners, and all other product people is to build and maintain a shared understanding of the outcome your team seeks to deliver. Conversations are an effective way to build that shared understanding. You may find yourself wondering who should be included in those conversations, when do you have these conversations, what should you talk about, and how do you remember what you said?

Join Kent McDonald as he introduces example mapping, a technique that helps you structure your conversations and build a shared understanding. You’ll learn how to determine the right people to include in your conversations, when the best time is to have those conversations, how to structure those conversations, and how to remember what you said.

**ID:** IIBACIC2018\_07  
**Contact Hours:** 1

**BABOK Coverage:**  BABOK Ch 9 – Underlying Competencies

## Presenter(s)

**Kent McDonald**

Kent J McDonald writes about and practices software product development. He has IT and product development experience in a variety of industries including financial services, health insurance, nonprofit, and automotive. Kent practices his craft as Content Curator at Agile Alliance and provides just in time resources for product owners and business analysts at KBP.media. When not writing or product managing, Kent is his family’s #ubersherpa, listens to jazz and podcasts (but not necessarily podcasts about jazz), and collects national parks.

Kent is author of Beyond Requirements: Analysis with an Agile Mindset and co-author of Stand Back and Deliver: Accelerating Business Agility.

## Event Details

## **Date:** 26 July-2018 at 11 am

**Host:** Farm Bureau

**Location:** 5400 University Ave, West Des Moines, IA 50265

# Validation

This receipt is proof of attendance at the meeting described above by the following individual:

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Attendee Name