# CDU Receipt

**Strategic Thinking for Today’s Business Analyst**

Business Analysts need to be more than "order takers" for requirements; they need to be asking questions about the value of those requirements to the business. They also need to be constantly looking for ways to uncover added value to the organization and ensure any effort aligns with the organization's strategic efforts. This presentation will provide the participant with an understanding of strategic thinking, as well as applying a few simple tools that support strategic thinking and learning to avoid the most common strategic thinking pitfalls.

*Learning Objectives:*

1. *Understanding strategic thinking and why it is important to business analysis.*
2. *Learn to get past our own frames of reference.*
3. *Learn 3 key tools that support your strategic thinking efforts.*
4. *Identify common strategic thinking traps to avoid.*

**ID:** IIBACIC2018\_06  
**Contact Hours:** 1

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

## Presenter(s)

**SUSAN HEIDORN, Ed.D., BRMP, PMP, CBAP**

Dr. Susan Heidorn is the Director of Business Solutions for Watermark Learning in Minneapolis. Susan is an experienced consultant, facilitator, speaker, and trainer, with over 25 years of business experience. Susan directs programs in business analysis, business relationship management, and leadership, including developing and delivering courses and providing consulting. She has been a speaker at a number of IIBA® and PMI® conferences as well as local and regional organizations, boards, and private clients. She is a lifelong learner whose passion it is to guide people into achieving excellence in their personal and professional lives and works on creating positive impacts to the organization.

## Event Details

## **Date:** 28 June-2018 at 11 am

**Host:** Wellmark BCBS

**Location:** 1331 Grand Ave, Des Moines, IA 50309

# Validation

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

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Attendee Name