Thank you for attending IBADD 2017! This form can be used to document your participation in the various sessions throughout the day and can be used to report CDU credit for CBAP Certification or other applicable certifications. Each hour of education will count for 1 CDU. The maximum number of CDUs IBADD attendees can earn from IBADD 2017 is 6 CDUs.

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| --- | --- | --- | --- |
| **Time** | **Activity** | **Presenter/Title** | **Attended?** |
| 7:00 – 7:30p | Keynote | **Ben McLean** |  |
| 8:00 – 8:30a | Welcome/Opening |  |  |
| 8:30 - 8:50a | Opening | **Nate Stewart** |  |
| 9:10 – 10:10a | Breakout Session | **Angela Wick**  *Modern Requirements – Getting High Quality Requirements Done Fast* |  |
| 9:10 – 10:10a | Breakout Session | **Kent McDonald**  *Examining the Product Owner Role* |  |
| 9:10 – 10:10a | Breakout Session | **Barbara Carkenord**  *“The Scope Checklist: An Innovation Approach to Scoping Your Next Project”* |  |
| 9:10 – 10:10a | Breakout Session | **Chad Beier**  *Agile: Where to Start and Why* |  |
| 9:10 – 10:10a | Breakout Session | **Hans Eckman**  *Becoming the Best Version of YOU!* |  |
| 10:30 – 11:30a | Breakout Session | **Colleen Meesey**  *But I’m Not Creative! Cultivating the Creativity that Leads to Innovation* |  |
| 10:30 – 11:30a | Breakout Session | **Laura Robey/Laura Wortman**  *Product Owner & BA – Exploring the Symbiotic Relationship between these Key Roles* |  |
| 10:30 – 11:30a | Breakout Session | **Renee Saint-Louis**  *Storytelling for the BA* |  |
| 10:30 – 11:30a | Breakout Session | **Susan Heidorn**  *What’s Next: From BA to BRM* |  |
| 10:30 – 11:30a | Breakout Session | **Sinikka Waugh**  *Change with Stakeholders Who Would Rather Not* |  |
| 1:00 – 2:45p | Workshop | **Angela Wick**  *BA Squared User Story Workshop* |  |
| 1:00 – 2:45p | Workshop | **Kupe Kupersmith**  *Networking: The Hidden Key to Project Success* |  |
| 1:00 – 2:45p | Workshop | **Paula Bell**  *Unlocking Your Inner Ninja – BA Martial Arts* |  |
| 1:00 – 2:45p | Workshop | **Hans Eckman**  *Using Innovation to Drive Cultural Changes* |  |
| 1:00 – 2:45p | Workshop | **Tom Henricksen**  *Success Skills Development Workshop* |  |
| 3:05 – 4:05 | Keynote | **Sarah Robb O’Hagan** |  |

Your proof of attendance is the registration confirmation (sent to you by email prior to the event). Contact [support@ibadd.org](mailto:support@ibadd.org) if you need a copy of your registration confirmation.

CDU Category: 2.C. Professional Development, IIBA Chapter Meetings and Events

Organization: IIBA Central Iowa and Eastern Iowa Chapters

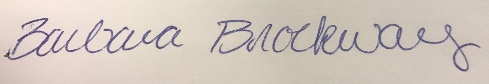
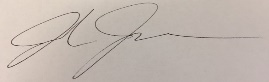
Contact: Barbara Brockway and Joshua Jones , IBADD 2017 Event Chair, [support@ibadd.org](mailto:support@ibadd.org)

Course ID: IBADD2017\_001 (BABOK coverage varies depending upon sessions attended)

Start/End Date: May 17-18, 2017

Contact Hours: \_\_\_\_\_\_\_\_ (totaled from the grid above with a maximum of 6 CDUs)

IBADD Event Chair Signature:

**Session Descriptions - http://www.ibadd.org/ibadd/sessions2017**

| **Activity** | **Presenter** |
| --- | --- |
| Thursday Keynote | **Benjamin McLean**, Chief Executive Officer, Ruan Transportation Management Systems, Inc.  *Ben McLean joined Ruan in 2007 and assumed his current role as chief executive officer in January 2015. McLean serves as chair of the Iowa Business Council, whose members include leaders of major Iowa employers, the presidents of the three Regent universities, and the CEO of the state’s largest banking association. He also serves on the Business Advisory Committee of the Northwestern University Transportation Center and as a board member for the Greater Des Moines Partnership and for Reaching Higher Iowa.* |
| Opening Presentation | **Nate Stewart**, Senior Vice President, Southern Region, Hy-Vee, Inc.  *A 24-year veteran of Hy-Vee, Nate Stewart’s career began in 1993 in Chariton, Iowa. Management positions at stores in West Des Moines, Iowa and Sioux Falls, South Dakota, led to his first assignment as a store director in Lenexa, Kansas in 2005. He led the teams in Papillion, Nebraska and Sioux Falls, South Dakota before being brought into the corporate office as assistance vice president, operations in 2010. In 2011 he was promoted to president of Perishables Distributors of Iowa, our largest subsidiary. In 2012 Nate moved to Vice President of Marketing and a year later he took on the role of Vice President, Perishables. In 2015 Nate was named to his current position of Senior Vice President, Southern Region overseeing 125 Hy-Vee stores including the Kansas City market which is our largest market to date. Nate serves on the Hy-Vee Board of Directors along with the Store Director Selection Committee as well as the boards of subsidiary companies. He is also a board member for the Des Moines Blank Park Zoo and is active in his church.* |
| Breakout Session | **Angela Wick—Modern Requirements – Getting High Quality Requirements Done Fast**  *Every project and team is under immense pressure to get requirements done fast, yet we continue to use the some of the slowest practices to get requirements done. This results in scope creep, changing requirements, and poor quality solutions that ultimately may not be what the users truly need. This session will look at techniques and processes that deliver requirements faster and with better quality. We will explore how the different processes and collaboration patterns we use can hurt and accelerate the requirements pace and quality. We will discuss these patterns as they relate to both co-located and virtual teams, agile, hybrid, and traditional teams. Modernizing requirements practices is worth it!.* |
| Breakout Session | **Kent McDonald – Examining the Product Owner Role**  *As with everything else related to agile, the nature of the Product Owner role, and whether it is needed or all, depends a great deal on context. As teams discover this, it leads to some common questions: - What do Product Owners Really Do? - Do we even need Product Owners? Join Kent to examine the Product Owner role and attempt to answer the above questions. He’ll share his experiences and give you a chance to share your perspectives with each other. By the end of the session, you'll have more insight into the Product Owner role and how it applies (or not) to your situation. After all, the only consistent answer to the above questions is “it depends”.* |
| Breakout Session | **Barbara Carkenord—“The Scope Checklist: An Innovation Approach to Scoping Your Next Project”**  *Wouldn’t it be great to have a quick process for determining the scope of your next assignment? Are you struggling with the complexity of determining product, solution and project scope, with limited amounts of time to assess each? Many projects get started without a clear agreement about the scope of the solution or an understanding of the work involved to accomplish the goal. A checklist is a great tool for quickly assessing a project or project idea and finding the unknown issues which might sabotage it. And what do we mean by scope? Did you know there are actually two distinct types of scope which business analysts and project managers should be defining? The solution or product scope describes what will be built or changed in the business and the project scope describes how the work will be done. If there is a BA and PM assigned to the project they should work together on these definitions. But often, one person is responsible for both project and product scoping. This checklist incorporates aspects of both scopes to help you quickly assess your team’s readiness to start the project. During this one-hour presentation Barbara will address and answer these tough questions and provide each attendee with RMC’s Scope Checklist containing over 80 real-world questions that should be asked as part of Scope Definition. This checklist can be used to facilitate conversations to help the team better communicate with the requester, sponsor, and key stakeholders to make sure everyone understands and agrees to the scope of the project. In addition to being used up-front to determine Scope, this checklist can also be used throughout the life of the project to keep the project within Scope, and identify areas where adjustments need to be made.* |
| Breakout Session | **Chad Beier – Agile: Where to Start and Why**  *Achieving agility almost always involves organizational structure changes that lead to true culture change. How does a business analyst increase effectiveness in an agile delivery environment? The role of business analyst changes in an agile environment but our skills are critical for an effective, agile delivery team. We’ll discuss how business analysis fits into high frequency, small batch delivery by agile teams. This whiteboard talk clarifies what “agile” is, highlights the most important factors in achieving true agility, and why many agile adoptions “fail” to get there.* |
| Breakout Session | **Hans Eckman –Becoming the Best Version of YOU!**  *We all have dreams and aspirations for something better. A better job, more recognition, experience in a new domain, a happier life, or maybe just a new hairstyle. So I can’t offer much help on hair styling, but I can share some tips and stories on how to exploit your uniqueness to create the very best possible version of YOU. After working and consulting for over 25 years, I’ve learned that the secret to happiness isn’t being the best in your field (or even a happy wife), but fulfilling your potential. Together we’ll explore why leveraging your strengths is better than trying to fix weaknesses. We’ll experience inspirational examples of how you can overcome fears that are holding you back. You'll learn easy to apply best practices from some of my greatest mentors. You don’t’ want to miss this fun, engaging, and possibly politically incorrect session.* |
| Breakout Session | **Colleen Meesey – But I’m Not Creative! Cultivating the Creativity that Leads to Innovation**  *Maybe you believe that, when it comes to creativity, you either have it, or you don’t. Maybe you also think that in our Agile world, in order to truly be an innovator, you have to be creative. What if I told you that creativity can be learned? Curious? Come learn some great approaches to cultivating your creativity.* |
| Breakout Session | **Laura Robey/Laura Wortman – Product Owner & BA – Exploring the Symbiotic Relationship between these Key Roles**  *Are you having an identity crisis? Do you hear these terms PO and Product Owner thrown around, and you don't quite know where you fit in? Come join Laura & Laura for discussions on the critical role of product owner and business analyst in the agile world, along with the underlying competencies and key skills that are necessary for both roles.* |
| Breakout Session | **Renee Saint-Louis – Storytelling for the BA**  *For the longest time, my biggest fear in business was working with marketing. Worse yet, having marketing responsibilities in my job. Those people are filled with whimsy and weird ideas. Yikes! Then, I was promoted and reported directly to the VP of Marketing. Double Yikes! Little did I know at the time, learning to use some key marketing skills would make me a better business analyst. I'll let you in on the secrets of good marketers, so you can apply them and become a master BA too!* |
| Breakout Session | **Susan Heidorn – What’s Next: From BA to BRM**  *Are you a senior BA wondering what’s next for your career path? Moving towards being a Business Relationship Manager (BRM) may be your next stepping stone. Many of the skills and behaviors necessary to be a successful BA can be leveraged in a BRM role. This session will provide you an introduction to BRM role, why organizations need the BRM role, and how you can leverage your BA skills to move into a new opportunit*y. |
| Breakout Session | **Sinikka Waugh – Change with Stakeholders Who Would Rather Not**  *Why do some people in my organization get through change easier than others? How can I plan for change, and how do I keep my team up to speed and moving forward? If it’s true that the only thing that doesn’t change is change itself, then why are we so uncomfortable with change? And if it’s not universally hard, why is change so hard for some people, but others seem to navigate through it so quickly? This session answers questions like these and others, and you’ll learn common language to use when talking about change. Through an engaging look at the processes everyone encounters during change and transition, including why some seem to “do” change better than others, change expert Sinikka Waugh will help you look at change a little differently, with the end goal of improving your own outlook on and tolerance towards change, and teaching you how to help others through the transition process*. |
| Workshop | **Angela Wick – BA Squared User Story Workshop**  *Let’s get serious about User Stories! Learn what good ones and bad ones look like and correct poor user story habits. Learn how to slice and split stories by increments of value, and learn how to handle technical stories. We will look at common user story mistakes and strategies to correct them. We will also look at techniques that support great user stories, like Story Maps, Acceptance Criteria and where the other details get worked out. Come get serious about User Stories!* |
| Workshop | **Kupe Kupersmith – Networking: The Hidden Key to Project Success**  *Top buzzwords in today’s professional landscape almost always include teamwork, collaboration, engagement, change, faster, better, and cheaper. Sounds like a lot! Luckily, you can achieve success in all of these with just one word…networking. Unfortunately, networking can sometimes have a negative association. Networking can be used for evil, but it can also be used for good. Networking is about building relationships, establishing trust, and helping you determine the best way to interact with others. With strong relationships, you will be a better team player and collaborator. In turn, you will be able to get things done faster and better. In the end, you get paid for who you know and who has the information you need, not what you know. There is not enough time in the day to know everything. On the other hand, there is enough time to build a network that you and your team can utilize to achieve better results. There is an art and science networking. In this session, you’ll learn techniques that will help you connect with others, including a quick two question DiSC assessment to help better understand their preferred communication and behavior styles. This simple assessment will become your glass ball into establishing a large, responsive network for success.* |
| Workshop | **Paula Bell – Unlocking Your Inner Ninja – BA Martial Arts**  *Business Analysis and Martial Arts have a lot of parallels. When individuals think of martial arts the first thing that probably comes to mind is fighting. That is actually not the main component of martial arts. Martial Arts is conditioning and using the mind correctly prior to learning the art. It's a progression and so is business analysis and leadership.   Business Analysis and Martial Arts are disciplines. Both disciplines have a foundation, techniques, skills and some type of transformation. Each component builds on each other over time. The foundation is the base and without it the other pieces will not work. The techniques are learned and each discipline has specific techniques that need to be leveraged in order to perform out the work. Then you have the skill. The skills applies the concepts of the techniques. The skill is what demonstrates how well you understand the techniques. Once you apply the concepts then comes the transformation. The transformation is quite powerful depending on how well you executed the other components prior to it.   As I have studied martial arts I have been able to use everything I've learned in martial arts in my BA and Leadership roles within my organization. I have created a framework that explains the foundation, techniques, skill sets and transformations of martial arts and business analysis.to demonstrate how business analysts can bring forth some phenomenal business transformations.   At the end of this workshop you will not only learn the parallels of each, but have some fun learning martial arts in the process. Who doesn't want to unlock your inner ninja?.* |
| Workshop | **Hans Eckman – Using Innovation to Drive Cultural Changes**  *For most companies, “Innovation” means process improvement or new product development. For SunTrust Bank, Innovation Programs aims to change the culture and enable for all kinds of innovation to happen in every corner of the company. The team delivers a series of innovation contests, grassroots change programs, and cultural exposure efforts to help people see the possibilities. The team is small circus of senior banking and IT leaders combined with the buzzing talent of college interns and recent graduates who create change at a blistering pace and astonishingly low costs. In this session, we’ll lead a discussion on why this model has been successful, examples of the efforts we lead, and lessons learned for future approaches*. |
| Workshop | **Tom Henricksen – Success Skills Development Workshop**  *Your success in life and business depends on crucial skills. In our Success Skills development presentation we will cover communication, collaboration, time management, and basic leadership skills. These four key areas of personal performance will reap great rewards if you master them for your career.* |
| Closing Keynote | **Sarah Robb O’Hagan,** *Business Leader, Activist & Entrepreneur*  *Executive, activist and entrepreneur, Sarah Robb O’Hagan is described by the media as everything from “Superwoman undercover” to the “Queen of the Jocks” to the ultimate example of where fierce business woman, mother and fitness fanatic combine. Named among Forbes “Most Powerful Women in Sports” and recognized as one of Fast Company’s “Most Creative People in Business” Sara is an internationally recognized re-inventor of brands, but if you ask Sara, she’ll say she’s in business to help individuals and teams achieve their potential.* |

Note: This document contains language specific to the CDU requirements for IIBA awarded certifications. While you may use this document to meet other non-IIBA CDU/PDU requirements, the responsibility for the allocation is your responsibility and submission criteria will be set forth by the certifying organization.