# CDU Receipt

**Strategic enterprise analysis – an introduction to taking over the world.**

What if every project that started out was perfectly aligned to the corporate vision or mission and 100% agreed upon by everyone? Everyone understood the scope and capabilities that were to be delivered. Capabilities were aligned with corporate goals and objectives. Fantasy? It doesn't have to be!

With the right set of Strategic Enterprise Analysis approach, techniques and tools you can start a product off right. That's right - I said Product not Project.  Strategic Enterprise Analysis is the thinking a Business Analyst performs to align capabilities and outcomes to the organization's goals and the bottom line. You need to go from a tactical analysis approach to strategic one. Your goal? Start Stronger - Finish Faster!

**ID:** IIBACIC AMPED2018\_003  
**Contact Hours:** 7

**BABOK Coverage:**  BABOK v3, Chapter 6, Strategy Analysis

## Presenter(s)

**Paul Crosby**, Co-Founder of The League of Analysts Inc., Chief Financial & Marketing Officer for Bob the BA. Paul is one of the founding members of the Uncommon League. Paul was awarded CFO Leader of the Year in 2017. With over 25 years of experience in manufacturing, insurance, healthcare, education, and government sectors in the roles of CFO, Portfolio Manager, Program Manager, Project Manager, Educator, Editor, Business Analyst and Green Belt Process Improvement. Paul has helped many companies think, learn, and work differently to achieve amazing results. Paul has been a speaker at BBC 2018, BA World events in North America, MindSurf and IIBA events.

## Event Details

## **Date:** 30-March-2018 at 8:30 am – 4:00 pm

**Host:** Pioneer Dupont

**Location:** 7000 NW 62nd Street, Johnston, IA 50131

# Validation

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

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Attendee Name