



Leading the Way

Why You Should Be Interested

A great way to take advantage of a valuable opportunity to take your skills to the next level, learn from experts and network with peers. If you are a business analyst who wants to boost your performance, increase the value of your services or earn Continuing Development Units (CDU's), this conference is for you.



What You Will Learn

Through hands-on interactive workshops and case studies, participants will learn one or more business analysis key concepts and techniques to apply back on the job.

Our Facilitators

Experts in training, business analysis practice and IIBA® global standards, our top-notch facilitators are committed to ensuring participants achieve the highest order of value in their learning experience.

Leadership Development Day

June 23, 2018

Ports America, Chandler, AZ



Keynote – Digital Disrupters & the Future of Business Analysis

Jared Gorai, CBAP
International Institute of Business Analysis™



IIBA Member Price \$79
IIBA Non Member Price \$99
Register early to avoid disappointment
phoenix.iiba.org





Session Descriptions

Keynote: Digital Disrupters & The Future of Business Analysis: Jared Gorai

Times are changing at a faster and faster pace and business analysis professionals need to understand the changes and how they affect the world around them. In this session we will review seven of the twelve digital disruptors as identified by the McKinsey Global Institute and discuss how they are already transforming our lives, our organizations and the global economy. These disruptors will deliver value to organizations with lower costs, faster development times, and with a greater impact on the customer experience.

We will reiterate the core concepts of business analysis and move on to understanding the trends in the business analysis realm as well as the future challenges that business analysis professionals will face in the very near future.

Leadership Development for the Business Analysis Practitioner: Jared Gorai and Marlene Barker

Business analysis professionals that are at the top of their game see the bigger picture, have the tools and techniques to deal with complexity and bring influence and leadership to an organization to get desired business outcomes. Leadership is a competency that can be found anywhere in an organization, and is not necessarily associated with folks with “leader” or “manager” in their job title. Leadership is really what brings about change and drives an agenda. It is what gets results in an organization. IIBA® is very much about making sure BAs are seen as leaders, and in helping create business analysis professionals to grow personally and professionally. This has lead to the IIBA Business Analysis Leadership Series. Join us to learn more about:

- Challenges Leaders Face
- Leading Up
- Leading Down
- Leading from the Middle
- Leading Across
- Unleashing Leaders

Business Modelling Workshop – Business Model Canvas: Marlene Barker and Jared Gorai

Corporations today are seeking powerful ways to add greater strategic value to their organizations that lead to breakthrough thinking and high impact results. In this session, participants will gain greater knowledge of business modeling and how it applies to the work of a strategic business analyst and organizational leaders. Following a brief introduction to the business model canvas, you will apply your critical thinking skills to a real case study. From this hands-on interactive workshop, you will take away many practical tips on some of the best ways to pinpoint and address what is important to thriving organizations today from a facilitator who has extensive experience working senior leaders and managers applying this framework. Topics covered:

- Customer Segments
- Customer Relationships
- Enterprise Activities
- Value Proposition
- Revenue Streams
- Partnerships
- Channels
- Resources
- Cost Structure

What You Can Do

- Reflect on how you can apply your new knowledge and skills back on the job
- Maintain your new contacts; meet with these individuals or keep in touch through social media
- Attend more IIBA local Chapter events. Bring a friend.

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Learning Facilitators



JARED GORAI, CBAP
Director, Regions & Chapters
International Institute of
Business Analysis™ (IIBA®)

Jared Gorai loves being a Business Analyst and has done so in title for over 15 years with over 25 years of business and leadership experience in both the retail and energy sectors. He is a strong advocate for IIBA, having served in various capacities at the Chapter level as well as chairing the Volunteer Chapter Network. He brings his passion for business analysis and experience as a Chapter Leader to the role of Director of Regions and Chapters of IIBA. He holds his Bachelor of Arts degree in French from the University of Calgary and the Certified Business Analysis Professional™ (CBAP®) designation. He will take any chance possible to evangelize business analysis and will talk your ear off about the role and the profession should you allow him to do so.

Marlene Barker is an ambassador for the business analysis discipline and global BA community. She has a passion for improving business performance that support the organization's strategic goals and objectives across the corporation. Marlene is Practice Lead and Senior Consultant at Veris Inc., a value and results-based consulting firm. Marlene sits on the IIBA® Global Chapter Council and is the current IIBA® Regional Director, Americas West. Marlene is a long time member and volunteer at IIBA® serving as Chapter president, vice president and has held various other roles including being a BA instructor and sitting on a university BA Advisory Committee. She holds the Prosci Change Management Certification. Marlene loves to travel and enjoys international home exchanges.



MARLENE BARKER, B.Sc.
Americas Western Region -
Regional Director, IIBA®
Practice Lead and Senior
Consultant, Veris Inc.

Tips for a Successful Learning Conference

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- Bring your business cards
 - Network and exchange cards with other participants
 - Enter your business card for free draws
 - Engage in the workshops; contribute when you can
 - Use active listening to learn; request clarification from facilitators and fellow participants
 - Turn cell devices to mute; respect others by sending and replying to messages during breaks
 - Be prompt returning to session after the breaks
 - Fill out evaluation sheets after each session; hand in these sheets at the end of the conference

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Schedule

8:00 – 9:00 am	Registration, Breakfast and Networking
9:00 am – 9:15 am	Welcome Chapter IIBA® Chapter Board Members
9:15 am – 9:45 am	Keynote – Digital Disruptors and the Future of Business Analysis <i>Jared Gorai</i>
10:00 am – 12:30 pm	Leadership Development for the Business Analysis Professional <i>Jared Gorai</i> <i>Marlene Barker</i>
12:30 am – 1:30 pm	Lunch Break, Networking and Meet the Sponsors
1:30 pm – 4:15 pm	Business Modelling Workshop – The Business Model Canvas <i>Marlene Barker</i> <i>Jared Gorai</i>
4:15 pm – 4:30 pm	Sponsorship Recognition and Draws Wrap Up Hand In IIBA Evaluation

Schedule is subject to change

Thank You to Our Sponsors



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