**Oh No! You Gave Me What I Asked For**

**5 Tips for Uncovering Expectations**

**Overview**

How often do we hear from our sponsors and stakeholders, “That’s not what I was expecting,” or “I can’t spend any more time with you—I’ve already told you what I want.” Many stakeholders think once they’ve provided the vision of their solution, the project team should go away and give them what they’ve asked for.

Praise for this presentation:

"Great presentation with easy to follow examples... One of the best BA”

“Excellent Presentation! Thank you for sharing such valuable tips in a fun and interesting way.”

“Great presentation! I liked the examples from your experience! Thanks a lot!”

"Very informative webinar full of practical information you can actually use. Thank you!"

"Good session. I can put this into practice in my current work."

“very helpful”

"Just what the doctor ordered."

*See more on page 2*

During this presentation we cover techniques for avoiding the “Oh No!” Using scenarios and real-life examples, we provide tips and techniques for not only for defining the real need, but for asking the right questions to uncover expectations.

This presentation focuses on:

* Pitfalls of giving stakeholders what they ask for
* The importance of asking context questions
* Techniques for exploration during elicitation
* The BA as detective to uncover real needs
* How traceability helps uncover expectations
* How to win over sponsors and stakeholders including tips for building trust during elicitation activities

**Learning Objectives**

Participants will be able to discuss:

1. Three common elicitation pitfalls
2. Importance of asking context questions
3. Five tips for uncovering expectations

**Speaker Bio:**

A person smiling for the camera

Description automatically generated**Elizabeth Larson, Principal, PMP, CBAP, CSM**

Elizabeth Larson, CBAP, CSM, PMP, PMI-PBA is a consultant and advisor for Watermark Learning/PMA. She has over 30 years of experience in project management and business analysis. Elizabeth’s speaking history includes repeat keynotes and presentations for national and international conferences on five continents.

Elizabeth has co-authored books on CBAP Certification, Requirements Management, and Influencing topics. She has also co-authored chapters published in four books, as well as numerous articles that appear regularly in BA Times, Project Times, and Modern Analyst. Elizabeth was a lead author on the BABOK 2.0, an expert reviewer on 3.0, a lead author on the PMBOK 4th and 5th editions, and the PMI BA Practice Guide.

Elizabeth enjoys traveling, hiking, reading, theater, and spending time with her 6 grandsons

Thank you, Elizabeth! Your presentation was thought provoking and provided some useful insights as to what can happen when we do not take time to uncover the underlying expectations of the client. The tools of modeling the requirements, exploring with the stakeholder (asking a lot of questions and listening and repeating that process over and over), using elicitation techniques (creative & analytical), tracing requirements (avoiding scope creep, keeping with the contract requirements and PCRs), and becoming a 'Trusted Advisor' in the eyes of the client...these are all excellent guidelines for us to use as we work towards a successful outcome in our engagements. Sets the stage for a Win-Win situation for sure. Thank you!

Provided a great explanation on the importance of fully understanding the current business situation and its problems before solutions are sought and recommended. Thank you for an informative and educational presentation.

Brilliant presentation that highlights one of the biggest concealed traps in our craft, from my point of view.

I'm so happy to hear your confirmation of how asking the right, focused questions and then tracing them, leads to a better requirements outcome and ultimately a better end product.

Very well structured presentation with applicable methodology. It does lift out the need for practice and focus to ground the skills.

 enjoyed the REALITY check of deriving good requirements from stakeholders.

I truly appreciate Mrs. Larson’s presentation with examples to see the big picture. Thank you.

Extremely useful & relevant webinar.

Thank you Elizabeth. Very relatable material.

Great presentation. Good reminder to deal with stakeholders (although sometimes it could be hard).

This webinar has fundamentally changed how I see my role as a project manager, for the better. Influential education --thank you!

Super. Great insight...