

# Agenda

## Monday 24 September 2018: Conference Workshops

Full Day 09:30-17:30	Morning Workshop - 09:30 - 13:00					
BCS Foundation Certificate in Business Analysis <i>Andrew Privitera, Principal Consultant, AssistKD</i>	Pre-Project Problem Analysis <i>Adrian Reed, Blackmetric Business Solutions</i>	Gamestorming <i>Amy Morrell, Lead Business Analyst, The Home Office &amp; Rohela Raouf, Business Analysis Hub</i>	Options Engineering <i>Tony Heap, its-all-design.com and Equal Experts</i>	Are You Thinking What You Think You Are Thinking <i>Liz Calder, Blue Raccoon</i>	Initiation in Holistic Business Analysis <i>Stefan Bossuwé, Stef BOSS Coaching &amp; Consulting</i>	
Full Day 09:30-17:30	Afternoon Workshop - 14:00 - 17:30					
BCS Foundation Certificate in Business Change <i>James Cadle, Director, AssistKD</i>	The Innovation Game <i>Michael Van Damme, The Forge</i>	Initiating and Leading Collaborative Projects <i>Alison Coward, Bracket</i>	Business Agility Manifesto <i>John Zachman, Zachman International</i>	Make It Real - Alternative Future Worlds <i>Nick de Voil, De Voil Consulting &amp; Jake Markham, JJM Business Design</i>	Digital Customer Journeys <i>Andrej Guštin, CREA Plus &amp; Igor Smirnov, NETICA</i>	

## Tuesday 25 September 2018: Conference Day 1 & Exhibits

08:00 - 09:00	Registration
09:00 - 09:10	Welcome <i>Nick de Voil, Joint President, IIBA UK Chapter</i>
09:10 - 09:55	<b>Keynote: The DNA of the Champion, Sir Clive Woodward, England's 2003 Rugby World Cup Winning Head Coach &amp; Former Director of Sport Team GB</b>
09:55 - 10:10	Business Analyst of the Year Award 2018

	BA Careers	Techniques	People	Innovation	Leadership & Governance:	The BA Conference Through the Years
10:40 - 11:30	The Digital BA <i>Mark Smalley, DevOps Agile Skills Association</i>	Keeping the Focus <i>Geertje Appel, Le Blanc Advisors</i>	Don't Get Cross, Be Curious! <i>Corrine Thomas, Choices Consulting &amp; Coaching</i>	Innovation for Everyone - Powered by You! <i>Nick Collins, Head of IT Strategy &amp; Architecture &amp; Manpreet Sagu, Business Solutions Manager, First Rate Exchange Services</i>	Implementing Agile in a Waterfall Company <i>Guy Hudson, Business Analyst &amp; Simon Hancock, Senior Business Analyst, Nationwide</i>	Business Analysis – the Third Wave: Revisited <i>Dr Debra Paul, AssistKD</i>
11:40 - 12:30	Designing our Analysis Family <i>Victoria Banner, Business Analysis Practice Lead, Royal London Group</i>	The 14 Habits of Highly Effective Data Modellers <i>Keith Gordon, Gordon Blain Associates</i>	When BAs Go BAD! <i>Christina Lovelock, Business Analysis Manager, University of Leeds</i>	The Zen of Customers - How to Be an Analyst in the Land of No Requirements <i>David Strachan, Lead Business Analyst, Standard Life</i>	Playing the Same Formation <i>Michael Greenhalgh, Global Head of Business Analysis &amp; Michael Leyland, Senior Business Analyst, British Council</i>	The Power of Change – a Personal Journey <i>David Beckham, Senior Business Analyst, Aviva</i>
12:40 - 13:00	Oh No I'm Being Outsourced <i>Catherine Plumridge, Senior Business Analyst</i>	PFB Diagrams: How to Innovate Your Way Through a Bad Agile Project <i>Stoil Stoilov, Brightive</i>	Influencing with Assertiveness <i>Sophie Anne Jones, Business Analyst, University College London</i>	Innovation Through Simplification <i>Menaka Shanmugavadivelu, Senior Business Analyst, Aviva</i>	How to Form a BA Community <i>Darren Moorghen, Lead Business Analyst &amp; Marc Huntington, Business Analyst, AO.com</i>	Founders Discussion <i>Moderator: Ian Richards Panellists: Paul Turner, Martyn Wilson, Rachael Levermore, Dr Debra Paul and James Archer</i>

13:00 - 14:25 Lunch, Exhibits, Perspective Sessions, Open Space & Fish Bowl Sessions

14:25 - 15:05 **Keynote: Change is a Critical Incident – Treat it as Such, Maxine de Brunner, Former Deputy Assistant Commissioner for the Metropolitan Police**

15:35 - 16:25	2018: A Skills Odyssey <i>Matt Thompson, Business Analysis Manager, John Lewis</i>	Top Tasks Management Approach <i>Jill Scott-Dodd, Business Analyst, Scottish Parliament &amp; Edward Chandler, User Vision</i>	Why is Change So Hard? <i>Melanie Jackson, Senior Business Analyst, National Grid</i>	Creative BA: How to Foster Innovation Not Play the Innovator <i>Thomas Geis, UX2B</i>	The Mistakes Peter Made.....or the Value of BA Standards <i>Mark Owen, Independent Business Analyst</i>	And then the Magic Happens: What BAs can Learn from the World of Magic <i>Adrian Reed, Blackmetric Business Solutions</i>
16:35-17:25	Can I Train an Apprentice BA? <i>Karen Lees, Senior Business Analyst &amp; Tiffany Taylor, Apprentice Business Analyst, Aviva Digital</i>	Story Writing Best Practices <i>Rosanna Choy Ang, Thoughtworks</i>	The Four Beautiful B's <i>James Neethling, Saratoga Software</i>	Business Analysis and Neurodiversity <i>Glynn Wakefield, Business Analyst, Nationwide Building Society</i>	Building an Effective Community of Practice <i>Michelle Shakesheff, Business Analyst Manager</i>	Discovering the Essence of the Problem: The Route to the Best, Most Innovative, Solution <i>Suzanne Robertson, Atlantic Systems Guild</i>

17:25 - 18:30 IIBA UK Drinks Reception Sponsored by AssistKD

## Wednesday 26 September 2018: Conference Day 2 & Exhibits

09:00 - 09:10 Welcome *Dr Debra Paul, Managing Director, AssistKD*

09:10 - 09:55 **Keynote: The BA Bucket List: 5 Things to Do in Your BA Career, Craig Rollason, National Grid**

10:25 - 11:15	From Analyst to Strategist: A BA Journey <i>Ed O'Regan, Strategic Business Analyst &amp; Suzi Jobe, Strategic Business Analyst, Nottingham Trent University</i>	The Psychic Business Analyst <i>Nick Powell, Business Analyst, Lloyds Banking Group</i>	How to Free Yourself from the Pressures of BA Life <i>Lisa Hudson, Business Analyst, Welcom Digital Ltd</i>	Driving Innovation with 20 Questions <i>Vincent Mirabelli, Global Project Synergy Group</i>	Forgiveness vs Permission: Taking Ownership of Project Decisions <i>Andrew Love &amp; Margaux Dumon, Valtech</i>	Systems Thinking and Business Agility <i>James Archer</i>
11:25 - 12:15	The Business Analyst - From Zero to Hero <i>Brad Binding, Business Solutions Manager, B&amp;CE - The People's Pension &amp; Claudia Michalik, Programme Manager, Nomvula Financial Services</i>	The Good Requirements Checklist <i>Alison Wright, Alison Wright Consultancy Ltd</i>	The Importance of Diversity in Driving Innovation <i>Eleanor Drury, Principal Consultant &amp; Darryl Brissett-Dowe, Senior Consultant, Capita Transformation</i>	Emerging Technology and the BA of the Future <i>Laura Firth, Business Systems Analysis Manager &amp; Vicky Wilson, Business Systems Analyst, Allianz Insurance</i>	Using Emotional Intelligence to Build a Successful BA Community of Practice <i>Philippa Thomas, Skills Shift Ltd &amp; Richard Moxham, HRTeam UK Ltd</i>	Business Analysis - A Coat of Many Colours <i>Lynda Girvan, CMC Partnership</i>

12:15 - 13:45 Lunch, Exhibits & Perspective Sessions - 1. IIBA UK: The BA Community in Conversation *Chair, Tina Schuster* 2. BCS, The Chartered Institute for IT

13:45 - 14:30 **Keynote: Negotiation - A Process Not an Event, Suzanne Williams, Hostage Negotiator**

15:00 - 15:50	The Future of Business Analysis <i>Jared Gorai, Director, Regions &amp; Chapters, IIBA</i>	Bringing Allies on Board <i>Dr J Harrison, Thoughtworks</i>	The Art and Science of Lean Change <i>James Conway, Business Analyst &amp; James Insley, Business Improvement Manager, BBC</i>	The Key to Innovation is Epiration <i>Michael Van Damme, The Forge</i>	Customer Interview Level 80. Upgrade Yourself <i>Olena Kisylychka, Softserve</i>	Stakeholder Skills for Drug Busts - Reflections on Dealing with Difficult People in Dangerous Situations <i>Charlie Payne, Principal Business Analyst, National Grid</i>
16:00 - 16:50	BA Apprenticeships <i>Cecilia Dexter-Tissington, Business Analyst &amp; Danielle Harley, Business Systems Analyst, Allianz Insurance</i>	Hidden Pitfalls in Modelling <i>Danny Kalkhoven, Devoteam</i>	Hitting the Ground Running <i>Angela Rich, Spider Solutions</i>	The Business Analyst as an Innovation Enabler <i>Giulia Calveri, Digital Business Analyst, Aviva Digital</i>	Transform Your Requirements Practice <i>Mythilli Krishnaraj, Business Analyst Team Lead, XL Catlin</i>	The Iterative Business Analyst – Increasing Insight, Reducing Waste, Delivering Value <i>Melanie Rose, CoDo London</i>

17:00 - 17:10 Conference Close *Steve King, BCS, The Chartered Institute for IT*