

Now in its 14th Year! Business Analysis Conference Europe

20 - 21 September 2022, London
Workshops, 19 September 2022

Europe's Leading Conference
on Business Analysis

Book by 30th June
and Save £100

Designed by
Practitioners For
Practitioners

2022 BA of the Year will be
announced at the Conference!

Why You Should Attend:

The in-person Business Analysis Conference is back and will provide you with an unprecedented extensive learning and networking experience. We can't wait to see you at this face-to-face event.

This event will provide an unparalleled networking opportunity for Business Analysts from across Europe and beyond. Whether you are just starting your BA journey, you are an experienced BA or you would like to understand the role of BAs further, this conference is for you.

The conference provides an interactive forum where Business Analysts can meet, discuss and debate how best to rise to the challenges faced by their organisations today and in the future. In 2019, conference attendees had the opportunity to network with and learn from over 500 fellow Business Analysis Practitioners.

Keynotes: Wellbeing in Times of Change, *Petra Velzeboer, Mental Health Consultant and Keynote Speaker*, Higher and Wider: Business Architecture for Business Analysts, *Roger Burlton, President, Process Renewal Group*, Digital Disruption - The Rise of Robots, AI and the End of Work, *Dr. Alan Watkins, Founder and CEO, Complete & Professionalism - Why it is so Important, Rebecca George, Former President, BCS, The Chartered Institute for IT*.

Content Rich: Five Conference Tracks with More Than 45 Sessions. Learn from other BAs past success and challenges through a wide range of case studies. Broaden your knowledge and gain insights from internationally renowned experts. The tracks for this year are: 1. Careers 2. Delivery 3. Techniques 4. Stakeholders 5. Digital Products

Conference Workshops: Choose from a comprehensive range of 12 half day workshops delivered by world class instructors including workshops by former keynotes Alex Barker (Be More Pirate) and Suzanne Williams (Hostage Negotiator).

There will be 2 full-day workshops, each of which leads to a BCS certification. The workshops are: BCS Foundation Certificate in Business Analysis and BCS Professional Certificate in Stakeholder Engagement.

Case Studies & Contributors Include:

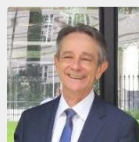
- 10x Banking
- Aldermore Bank
- AssistKD
- Atkins Global
- Aviva
- Close Brothers
- CMC Partnership Consultancy
- Comparethemarket
- Department of Education
- Department for Work and Pensions
- IBM
- John Lewis Partnership
- National Grid
- Ofsted
- Sellafield
- Sky
- Value Retail
- Whitbread

and more!

Keynote Speakers Include:



Petra Velzeboer
*Mental Health Consultant
and Keynote Speaker*



Roger Burlton
*President
Process Renewal Group*



Dr. Alan Watkins
*Founder and CEO
Complete*



Rebecca George
*Former President,
BCS, The Chartered
Institute for IT*

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AGENDA AT A GLANCE

MONDAY 19 SEPTEMBER: PRE-CONFERENCE WORKSHOPS

Half Day Workshops 09:30 - 13:00	The Multicultural Elephant in the Business Communication Living Room <i>Miruna Ursache, Founder, Refraiz</i>	How Can We Remain Nimble in the Face of Existential Threats While Securing Our Organizations as We Move from a Gopal Pandemic and Now to Nuclear Threats <i>Terry Baresh, Principal Cyber BA, Securian Financial & Bindu Channaveerppa, Business Analysis Consultant, i-Perception Consulting</i>	Systems Thinking Awareness <i>Robert Black, Requirements Manager, Sellafield Ltd</i>	Business Processes: What You Really Need to Know – Fundamentals & Techniques <i>Alec Sharp, Senior Consultant, Clariteq</i>	How to be More Pirate <i>Alex Barker, Coach and Facilitator</i>
Half Day Workshops 14:00 - 17:30	What Data, Story and Telling Can Reveal to Us about Data Storytelling? <i>Andrej Guštin, Management Board, Senior Consultant, IIBA Chapter Slovenia & Igor Smirnov, CEO, NETICA</i>	Key Concepts and Techniques for Innovative Service Design <i>Jonathan Hunsley, Director, AssistKD</i>	Model-Driven Business Analysis Techniques (That Work in the Real World) <i>Alec Sharp, Senior Consultant, Clariteq</i>		How to be More Pirate <i>Alex Barker, Coach and Facilitator</i>
Full Day Workshops 09:30 - 17:30	BCS Professional Certificate in Stakeholder Engagement <i>David Baskerville, Principal Training Consultant, AssistKD</i>				

TUESDAY 20 SEPTEMBER: CONFERENCE DAY 1 & EXHIBITS

09:00 - 09:10	Conference Welcome: Lawrence Darvill, Director, AssistKD				
09:10 - 09:55	Keynote: Wellbeing in Times of Change , <i>Petra Velzeboer, Mental Health Consultant and Keynote Speaker</i>				
09:55 - 10:10	BA of the Year 2022 Award				
10:10 - 10:40	Networking Break & Exhibits				
	Careers	Delivery	Techniques	Stakeholders	Digital Products
10:40 - 11:25	What I Wish I Had Known When I Started My Business Analyst Career <i>Louise Howe, Business Analyst Manager, Huboo</i>	Building Resilient Teams <i>Tara Dentry, Senior Business Analyst, Aletha Works Ltd</i>	Applying Mindfulness to Drive Innovation <i>Kathy Berkidge, Agile BA, Coach and Trainer, Mind at Work Consulting</i>	Communication, Engagement & Influence: Honing Three Key BA Skills <i>Adrian Reed, Principal Consultant, Blackmetric Business Solutions</i>	AI and Cognitive Analytics - When Will Robotics Dominate the World <i>Eberhard Hechler, Executive Architect, IBM Germany R&D Lab</i>
11:35 - 12:20	Leaders, Followers and Trusted Advisors <i>Christina Lovelock, BA Leader, Author and Coach</i>	Conquering the Hybrid Divide: Collaborating with Stakeholders When You're Not All in the Room <i>Penny Pullan, Director, Making Projects Work Ltd</i>	Strategic Alignment in 3 Easy Steps <i>Frank Kowalkowski, President, Knowledge Consultants, Inc.</i>	Stop Researching My Users! <i>Suzy Robinson, Senior Business Analyst, Department for Education</i>	Adventures of a BA in Technical Analysis <i>Heather Everitt, Product Engineer (Analysis), John Lewis Partnership</i>
12:30 - 13:15	Help I'm a BA Manager! Now What?! <i>Sarah Fitton, Career Coach, Coach Me to Success</i>	Business Analysis as a Service - We Are Not Note Takers! <i>Alison Wright, Head of Business Analysis, Smart DCC</i>	Lean, Waste and Agile Business Analysis <i>Victoria Banner, Principal Business Analyst, Aldermore Bank</i>	I'll Tell You What I Want (What I Really, Really Want) <i>Gillian Rae, Principal Business Analyst, Sky</i>	
13:15 - 14:45	Networking Lunch & Exhibits				
14:10 - 14:35	BCS Lunchtime Session: SFIaplus for the Business Analyst , <i>Stuart Luckman, IT Business Consultant, BCS Learning & Development Limited</i>		Lunchtime Session: Midday Mindfulness , <i>Kathy Berkidge, Agile BA, Coach and Trainer, Mind at Work Consulting</i>		
14:45 - 15:30	Keynote: Higher and Wider: Business Architecture for Business Analysts , <i>Roger Burlton, President, Process Renewal Group</i>				
15:40 - 16:25	How Do We Tackle the Business Analyst Skills Shortage? <i>Jamie Toyne, Founder, Herd Consulting</i>	Creating a BA Centre of Excellence <i>Georgiana Mannion, Director, evolvingBA</i>	Impactful Impact Assessments <i>Clare Todd, Product Engineer, John Lewis Partnership</i>	The Hitchhiker's Guide to Stakeholders Management <i>Elizaveta Ivankova, Lead Business Analyst, Softeq</i>	Information Security? Business Analysts (Product) Own It! <i>Sarah McGuinness, Head of Security Education and Awareness, Department for Work and Pensions</i>
16:25 - 16:55	Networking Break & Exhibits				
16:55 - 17:40	From Trainee Solicitor to Digital Business Analyst: What I Learned and How It Can Help Us All <i>Lorna Bradley, Digital Business Analyst, Whitbread Plc</i>	Conquering Mount InceptEry: Inception and Discovery Mindset Mastery <i>Jason Valentine, Senior Business Analyst & Sergios Tsagarakis, Agile Coach, Aviva</i>	Specifying for the Full Product Lifecycle - Gherkin and Specification by Example <i>Line Karkov, Business Analyst, DM</i>	The Vampire and the Stakeholders <i>Sam Merrick, Senior Business Architect, DWP Digital</i>	The 4 Dimensions of Business Agility: Powerful Insights for a Digital Future <i>Lynda Girvan, Head of Business Analysis and Agile, CMC Partnership Consultancy Ltd</i>
17:40 - 18:30	Networking Drinks Reception				

WEDNESDAY 21 SEPTEMBER: CONFERENCE DAY 2 & EXHIBITS

09:00 - 09:10	Conference Welcome: Lucy Ireland, Managing Director, BCS Learning & Development Ltd				
09:10 - 09:55	Keynote: Digital Disruption - The Rise of Robots, AI and the End of Work , <i>Dr. Alan Watkins, Founder and CEO, Complete</i>				
09:55 - 10:25	Networking Break & Exhibits				
10:25 - 11:10	Shoot Your Shot: Elevate Your Career <i>Inga Davids, Senior Business Analyst, Analyze Consulting</i>	Born to Lead: Stepping Out of the Project Shadows to Become a Lighthouse for Business Change <i>Joe Newbert, Chief Training Officer, Business Change Academy</i>	Business Analysis in the Brave New World <i>Kitty Hung, Principal Consultant in Business Analysis, Atkins Global</i>	The Power of Persuasion - How to Create Change through the Art of Storytelling <i>Grant Wright, Chief Doodler & Paddy Dhanda, Agile Practice Director, The Visual Jam</i>	Digital Product Management: An Accidental User's Guide <i>Sallie Godwin, Business Analyst, RiskHub & Kevin Brennan, Product Management and Business Transformation Lead, Product MVP Consultancy</i>
11:20 - 12:05	The Journey from Mentee to Mentor <i>Karen Cooper, Intermediate Consultant (Business Analyst), Hippo Digital</i>	Specifics of Public Healthcare Domain in Business Analysis <i>Agnieszka Lozowicka, Cross-Programme Business Analyst & Lukasz Mielczarek, Business Consultant, Objectivity Ltd</i>		The Jason Bourne Academy of Facilitation: The Stakeholder Conspiracy <i>Graham Newton, Strategy Manager & Charlie Payne, Business Analyst Manager, National Grid</i>	Writing a Cybersecurity Business Case <i>Bindu Channaveerappa, Business Analysis Consultant and Director of IIBA UK London Communities, i-Perceptions Consulting Limited & Terry Baresh, Principal Cyber BA, Securian Financial</i>
12:05 - 13:35	Networking Lunch & Exhibits				
12:45 - 13:25	IIBA Lunchtime Keynote: 8 Practices of a Nimble Organization , <i>Keith Ellis, Chief Engagement and Growth Officer, IIBA</i>				
13:35 - 14:20	Keynote: Professionalism – Why it is so Important , <i>Rebecca George, Former President of BCS, The Chartered Institute for IT</i>				
14:30 - 15:15	How to Grow as a Business Analyst in the Public Sector <i>Kamal Marwaha, Senior Business Analyst, Ofsted</i>	Leading Change in a World of Equity, Equality, Diversity & Inclusion <i>Farhana Kuddus, Global Head of Equality Diversity & Inclusion / HO Business Analysis, 10x Banking</i>	The Art of Influence - How to Build Effective Business Relationships <i>David Beckham, Principal Consultant, ChuDo Consulting</i>	Strange Times & Stellar Drive: The Digital Hands Free Shopping Story - Pushing BA Boundaries in a Post Pandemic Era <i>Jackie Brockis, IT Business Analyst, Value Retail</i>	
15:25 - 16:10	PANEL - BA OF THE YEAR , <i>Moderator: Lauren Howes, Senior Business Analyst, Transport for London</i> <i>Panelists: Sam Merrick, DWP Digital, Nikkita Vilas, Principal Business Analyst, Aviva, Neal Ricketts, Senior Business Analyst, Bank of England & Mayuri Gupta, Enterprise Ops Excellence Manager at Comparethemarket</i>		Fireside Chat - Debra Paul and Christina Lovelock , <i>Dr Debra Paul, Managing Director, AssistKD & Christina Lovelock, BA Leader, Author and Coach</i>		
16:40 - 17:00	Conference Close: Liz Calder, President, IIBA UK				

KEYNOTES

Keynote: Wellbeing in Times of Change



Petra Velzeboer, Mental Health Consultant and Keynote Speaker

Investing in your mindset and building resilience can be challenging during times of uncertainty, this keynote will help you tackle:

- The mental attitude necessary for evolving our approach to a new world of work
- Investing in your mindset to sustain success
- Creating psychologically safe culture to help people thrive
- Retaining talent
- Effective change management.

Keynote: Higher and Wider: Business Architecture for Business Analysts



Roger Burlton, President, Process Renewal Group

The profession of Business Analysis is constantly evolving to suit new business challenges. The good news is that as BAs we are used to adapting to new realities and see these as opportunities for us to learn and to make a difference as the organization continues to move forward. A growth opportunity for us is to take our practice higher in the organization and apply it to a wider and more strategic set of issues. To do this you will need to enhance your skills and apply techniques that will help you to seize the opportunity. As BAs we can learn from the practices of Business Architecture. This session will introduce you to some of the competencies you will need to acquire to make the career jump to becoming more trusted and impactful with the business leaders of your organization. In it, Roger Burlton will feature the essentials covered in his new book titled 'Business Architecture: Collecting, Connecting and Correcting the Dots'.

Keynote: Digital Disruption - The Rise of Robots, AI and the End of Work



Dr. Alan Watkins, Founder and CEO, Complete

The global pandemic has significantly accelerated the digital transformation of every company. This has and will continue to transform the working environment as it becomes completely global and virtually enabled. When we add in the rapid advances in is roboticization of the workforce, the use of artificial intelligence (AI) and machine learning (ML) the future is dramatically different from the past.

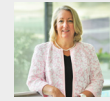
Many academics and commentators believe that AI is actually a threat to our survival as a species. Or at the very least we will see 30% of jobs disappear in the next 30 years and the emergence of a Universal Basic Income (UBI). But such ideas are based on a misunderstanding of robots, AI and ML and how they will actually affect the world of work.

In this masterclass Dr Alan Watkins will explore the real debate in AI, which stretches way beyond autonomous vehicles and rapid search. He will explore how to code mainframes with morality, why computer viruses may become self-aware and why and how humanity and AI will converge not diverge. He will ground this digitally enabled futurology in the commercial reality of today's business problems.

Takeaways:

Attendees leave with a completely new view of the digitally enabled future we are moving into. They will face into the issues of identity, the sentience of robots and why we need to understand adult human development and morality in order to set ourselves up for the future. We will explore what disruptive intelligence looks like and how leaders can unlock such capabilities in themselves.

Keynote: Professionalism – Why it is so Important



Rebecca George, Former President, BCS, The Chartered Institute for IT

- What she believes is meant by professionalism and why it is important;
- What it has meant to her career how this has helped her;
- What we can or need to do and the behaviours we need to display to be professionals;
- How professionals in the change and IT industry really make a difference with reference to BAs
- The risks of the amateur approach

Excellent. How else could we get this level of information? Excellent use of time.

Mark Lewing, Senior Business Analyst, Aviva

I always come away from this event inspired and invigorated!

Cathy Snarey, Global Business Analysis Champion, Ernst & Young

Genuinely one of the best events I've ever attended.

Adrian Beckham, BA Manager, ASDA

Discounts

Group Booking Discounts:

2-3 Delegates	10%
4-5 Delegates	20%
6+ Delegates	25%

IIBA and BCS member Discounts Available

Half Day Workshops:

The Multicultural Elephant in the Business Communication Living Room

Miruna Ursache, Founder, Refraiz

Business Analysts are forward-thinkers, passionate strategists, bridge builders, caught in between the past and the future of a company, of a vision, evolving in constant change. Dialogue rarely flows easily, following the complexity of this demanding job. Take a moment and think about the last time you had a fight with someone or a disagreement or just an awkward feeling that something is not quite right. Got it? Good. Now, try to remember what happened, how the conversation went and answer this: had poor communication anything to do with it?

Here's another question: do you sometimes think that we would all be more efficient if we simply paid more attention? If we listened more carefully? If we read the entire e-mail?

This workshop aims to address some of the most important challenges of work-related communication, assess how it affects our professional relationships and to offer a series of actionable tips and tricks, easy to implement and proven to enhance communication skills.

What to expect:

- Our communication patterns are triggered by specific filters: what are these and how can we identify them?
- Our communication is complex: how do verbal, nonverbal and paraverbal aspects impact our professional interactions? Are there any best practices or techniques to help us improve our communication skills?
- Can conflicts be managed? How?
- Our communication is diverse and multicultural connections represent a huge part of our professional lives right now: what culture truly is? How can we turn cultural differences into opportunities? How can we improve multicultural communication?
- Is self-assessment important to efficient communication? Why?
- Can empathy and appreciation change how we communicate? Could they shape a company's culture and define the future of collaborative work?
- Are we too serious or too old to play? (NEVER)

Communication is a very personal thing and a hands-on approach will enable all of us to learn from each other and truly understand what it feels like to be on the other side of a conversation, phone call, message.

We'll be reminded of the importance of playing and learning by doing, by experiencing new things and being taken outside the comfort zone, where magic generally happens.

When we take care of the way we communicate, our lives improve. We learn how to build and maintain stronger relationships with our colleagues, business partners and clients, but also with our family and friends.

How Can We Remain Nimble in the Face of Existential Threats While Securing Our Organizations as We Move from a Global Pandemic and Now to Nuclear Threats

Terry Baresh, Principal Cyber BA, Securian Financial & Bindu Channaveerppa, Business Analysis Consultant, i-Perception Consulting

This session aims to help recognize the importance of awareness of intangible threats while focusing on tangible risks and opportunities to protect the organization's data, network, and systems.

The session will include:

- Learning from data and research citing's on how existential threats impact our organizations, projects and stakeholders
- Using analysis tools to address existential threats such as
 - PESTLE, STEEPLE, and SWOT analysis
 - DevSecOps techniques for threat modelling such as STRIDE, and PASTA
 - Technics to enhance creative thinking

Take-aways: the attendee (learner) will be able to:

- Enhance observational and perceptive capabilities
- How to see "that which is not obvious" and help organisation to make informed decisions
- Identify how existential threats may affect or impact stakeholders and projects
- Use a combination of BA and Cybersecurity tools to assess and analyze threats, opportunities and impacts to existential threats
- Recognize existential threats impacting professional, personal and social environments

Systems Thinking Awareness

Robert Black, Requirements Manager, Sellafield

Background:

- Systems Thinking helps us recognise, relate and resolve the complexities of our connected world.
- Tools and approaches may be employed in all walks of life, helping us to identify, frame and understand given problem / opportunity scenarios, plan intervention and review accordingly.
- Systems thinking has immediate application to small scale and individual / personal considerations right the way through to contemporary global issues.
- Developing awareness and capability is therefore in all our interests.

Purpose:

- To promote Systems Thinking awareness, personal development and onward application.

Outcomes:

- Appreciation of Systems Thinking key concepts and their application in understanding and addressing systems issues in the world
- Systems Thinking experience

Process:

- Learn by thinking and reflecting together (group, pairs, individuals)

- Walk through key concepts in turn (Interconnectedness, Synthesis, Emergence, Feedback Loops, Iceberg Model, Systems Mapping, Life Cycle Habits etc)
- Group reflection on application and value of Systems Thinking

Business Processes: What You Really Need to Know – Fundamentals & Techniques

Alec Sharp, Senior Consultant, Clariteq Systems Consulting

We have all heard "This is the golden age of data" and "Data is the new oil" but that does not necessarily mean your senior executives are anxious to participate in Conceptual Data Modelling / Concept Modelling. The speaker recently had an interesting exception to the reluctance of senior executives to participate in data modelling. Led by the Chief Strategy Officer, a group of C-level executives and other senior leaders at a mid-size financial institution asked Alec to facilitate three days of Concept Modelling sessions.

Fundamentally, a Concept Model is all about improving communication among various stakeholders, but the communication often gets lost – in the clouds, in the weeds, or somewhere off to the side. This is bad enough in any modelling session but is completely unacceptable when working at the C-level. Drawing on forty years of successful consulting and modelling experience, this presentation will illustrate core techniques and necessary behaviors to keep even your senior executives involved and engaged,

Key points in the presentation include:

- What got the executives interested in the first place.
- How we prepared for and structured the sessions.
- How we communicated with the executives before, during, and after the sessions.
- An angst-free framework for developing definitions.
- How the Concept Model evolved, and the crucial findings.
- The executives' reaction during the retrospective.

What Data, Story and Telling Can Reveal Us about Data Storytelling?

Andrej Guštin, Management Board, Senior Consultant, IIBA Chapter Slovenia & Igor Smirnov, CEO, NETICA

Storytelling with data is one of the hottest techniques in business analyses in the last years. The ability to convey data to the audience from numbers and graphs to attractive and consistent narratives will help us to create an effective story that supports data analytics and business analyses within the projects.

Further more, we will jump 40.000 years back in the history and explain, why stories are inside us and how storytelling affects our thoughts and brain flows. Current fever on data (including manipulations, fake data, and AI-generated data) raises the question of whether a business analyst can make that distinction between pure useless data on the one hand, and insights with business value on the other.

At the end, we will demonstrate some cases and best practise principles about:

Conference Workshops: 19 September 2022

- Data visualization – how to make it simple?
- Story structure and usage of data insights positions – when to say something?
- BACCM and storytelling principles – how to control Stakeholders and Context?

Key Concepts and Techniques for Innovative Service Design

Jonathan Hunsley, Director, AssistKD

Business Service Design is a holistic discipline which aims to enable to define, develop and deliver customer-centric services that provide a foundation for business success. The approach is founded upon the foundations of Systems, Service, Design & Lean Thinking. Each of the associated thinking approaches comes with established tools and techniques that can be adopted to enhance an existing service or to develop an entirely new service.

In this workshop we will explore the application of Business Service Design and a selection of underpinning techniques to a pre-prepared realistic case study. This will include analysing the organisations value proposition relative to customer expectations.

Key focus areas:

- What is Business Service Design?
- What tools and techniques can be used to support Business Service Design?
- How might Business Service Design techniques be used to enhance an organisations value proposition?

Model-Driven Business Analysis Techniques (That Work in the Real World)

Alec Sharp, Senior Consultant, Clariteq Systems Consulting

Simple, list-based requirements are a good starting point, but eventually requirements must be synthesised into a cohesive view of the desired to-be state. Only then will other, important requirements emerge. This information-filled half-day overview shows how to accomplish this with an integrated, model-driven framework comprising business-friendly data models, business process models, a unique form of use cases, and service specifications.

This workshop introduces business-friendly modelling techniques that have been proven on both custom development and packaged software projects. They are repeatable by analysts, relevant to business subject matter experts, and useful to developers. They are also surprisingly popular with Agile teams because they support “just enough” modeling to get started with confidence, and then let iterative development take over. It distills the material from Alec’s three, two-day workshops on Working With Business Processes, Business-Oriented Data Modelling, and Use Cases & Services.

After a quick review of bad advice in the world of business analysis, the consequences of applying it, and why it just doesn’t work, we’ll study four integrated modelling techniques, each addressing one fundamental aspect of the problem space:

- Concept Models – developing a common understanding of what things the process and application need to know about with a business-friendly conceptual data model; and then transitioning to a more rigorous and detailed logical data model;

- Process Scope Models and Process Workflow Models – what the real business processes are, how the as-is process works, and how the to-be process should work;
- Use Cases – how the application should behave externally in support of the people and processes using it;
- Business Services – what the application should do internally regardless of who is using it, or how;

Specific attention will be given to showing how to:

- Progress through well-defined Scope, Concept, and Detail (Specification) perspectives and levels of detail;
- Apply these techniques in an Agile setting, including dos and don’ts

Full Day Workshops:

BCS Professional Certificate in Stakeholder Engagement

David Baskerville, Principal Training Consultant, AssistKD

Being able to engage with and manage your stakeholders effectively is a vital skill for anyone in business, but especially for business analysts, business change managers and IS consultants. The Stakeholder Engagement 1-day workshop introduces the essential frameworks and principles needed to develop positive and productive relationships with stakeholders. This includes stakeholder analysis, creative problem solving and managing conflict. This workshop will cover the information needed to sit the BCS Professional Certificate in Stakeholder Engagement, providing a first step towards achieving the BCS Advanced International Diploma in Business Analysis.

How to be More Pirate

Alex Barker, Coach and Facilitator

Rogues to Role Models: the pirates’ rebellion is far more about the rules they wrote, than the rules they broke. We begin with an introduction to pirate history, reframing pirates as business role models – pioneers of equal pay, equal say, diversity and equity.

Rebellion as the responsible choice: setting the scene today – why we need to break some 21st century business rules, and how intelligent disobedience and breaking away from group think is in fact the less risky choice.

Group challenge 1: looking to the future, what are the big opportunities on your horizon?

The Edges of Map: the unknown holds new possibilities, but first you have to embrace the uncomfortable space – the fear (dragons). I’ll share some scenarios from our crew where brave moves have opened the door to innovation, creativity and impact.

Group Challenge 2: what is really holding you back?

Small Bold Actions: ambition is broken by day to day reality, so every new rule requires manageable, motivating actions that connect you to a more pirate mindset, and move the needle on those horizon scanning goals. We cover everything I know about to write new rules that

actually work.

Group challenge 3: Inspired by individuals and teams that have done just this – everyone walks away committed to at least one small bold action.

“Excellent event, driving the profession forwards and providing valuable opportunity for the international community to come together”

Sally Wilford, Business Analyst, Health and Social Information Care

It’s a shame we can’t attend all sessions! They have all been very thought-provoking and insightful. Every BA must experience this.

Chetan Patel, Business Analyst
Lloyds Banking Group

One of the key highlights of my BA career to date!

Stuart Peek, Business Analyst
Specsavers

Inspirational. An absolute must see event for our community.

Annie Birchall, Business Analyst
Land Registry

As per last year, an excellent, interesting & thought-provoking event. Certainly I find it provides me with fresh impetus in taking forward my role.

Mark Atkins, Senior Business Analyst
Royal Bank of Scotland

Overall, hugely impressed. Very much exceeded expectations

Alan McPherson, Business Analyst
Manager, Thomson Reuters

I am not alone. That is good to know! I really welcome the opportunity to share experiences with other BAs

Iona McMillan, Business Analyst,
Global Energy

Tuesday 20 September: Conference Day 1 & Exhibits

09:00 - 09:10

Conference Welcome: Lawrence
Darvill, Director, AssistKD

09:10 - 09:55

Keynote: Wellbeing in Times of Change

Petra Velzeboer, Mental Health Consultant and
Keynote Speaker

Investing in your mindset and building resilience can be challenging during times of uncertainty, this keynote will help you tackle:

- The mental attitude necessary for evolving our approach to a new world of work
- Investing in your mindset to sustain success
- Creating psychologically safe culture to help people thrive
- Retaining talent
- Effective change management.

09:55 - 10:10

BA of the Year 2022 Award

10:10 - 10:40

Networking Break & Exhibits

10:40 - 11:25

What I Wish I Had Known When I Started My Business Analyst Career

Louise Howe, Business Analyst Manager, Huboo

Have you ever wondered what makes a great Business Analyst? Or how do you become one? Is there a secret answer or a course that you can take to transform you overnight? The truth is that becoming a great Business Analyst is all about practise, making mistakes and learning along the way.

In this talk I will take you on a journey through my 13 year career as a professional Business Analyst, all the way from Newbie, stumbling frequently along my chosen path, to Senior who promotes the setting of standards, provides guidance and champions best practices within my Business Analyst community. I will share my experiences to help you navigate some of the potential pitfalls, my passion for the role and let you into what I wish I had known when I started my Business Analyst career.

What attendees will learn:

- What it means to me to be a BA and why it is a great career choice that adds so much value to a business Potential issues they may face, and navigating potential pitfalls along the way.
- How to be the senior we all needed when we were the junior.
- A chance for others to share their experiences along the way and what they wish they knew when they started.

Building Resilient Teams

Tara Dentry, Senior Business Analyst, Aletha Works Ltd

A business analyst is always at the centre of a team. Even when we are not the formal leader, we occupy the intersections between and within team members in various roles; and extend that web to stakeholders, managers and subject matter experts outside the team. It is those connections that enable us to get a holistic view of requirements and processes and address the underlying needs of the organization.

This gives a business analyst the opportunity to shape the culture of our team in ways that build trust, resilience and accountability. This talk will focus on the key question: How can we take full advantage of our unique position?

Key takeaways:

- Basics of building a resilient, supportive, trust-based team culture
- Mechanisms by which common Agile methods (scrum, retrospectives) support this effort and can be applied even in non-agile environments
- How to assess the existing corporate culture on a new project
- How to shape your approach to fit some common corporate culture patterns

Applying Mindfulness to Drive Innovation

Kathy Berkidge, Agile BA, Coach and Trainer.
Mind at Work Consulting

Innovation doesn't happen magically.

Innovative products are created by first developing insights, conducting research, and performing experiments, then honing in on a solution that finally delivers the breakthrough. Curiosity, creative thinking and an exploratory mindset is needed to remain open to the new, the untried, the unconventional.

However, ingrained attitudes, bias and assumptions impede creativity and learning. We may think we know 'something' and so fail to explore 'what else'. It's easy to be prejudiced by our entrenched beliefs.

So how do we stay curious and not remain stuck in our own ideas? One answer is mindfulness.

Mindfulness enables us to remain open and objective. It allows us to investigate phenomena from a neutral, impartial, unbiased position. Mindfulness loosens our perceptions to see things with clarity and openness. In this session, you will learn how mindfulness helps you maintain a curious mindset that drives product innovation.

Key Takeaways:

- Understand the link between creativity and innovation.
- Apply mindfulness to think more creatively.

- Use mindfulness to remain open, objective and curious.
- Learn practical techniques to apply mindfulness.

Communication, Engagement & Influence: Honing Three Key BA Skills

Adrian Reed, Principal Consultant, Blackmetric Business Solutions

BAs tend to be natural communicators, but we've probably all experienced situations where stakeholders just don't seem to listen. Meetings are held, decisions are made, but a week later the same issues are raised yet again. Why is this? Is it possible that sometimes we don't make enough of an impact?

Communication, engagement and influence are key antidotes to this problem. In this practical presentation you'll hear:

- How the trio of communication, engagement and influence are crucial
- How communicating facts alone isn't enough: It's all about the story...
- How engagement starts by being engaging

You'll pick up a range of techniques and approaches that you can put straight into use.

AI and Cognitive Analytics - When Will Robotics Dominate the World

Eberhard Hechler, Executive Architect, IBM Germany R&D Lab

The promise of AI with Machine Learning, Artificial Neural Networks and its breath-taking range of applications seems to be without limit. Scary for some, and exciting for others, this presentation sheds light on AI and Cognitive Analytics, and describes where the industry is today, including current AI and cognitive limitations. To what degree is autonomous and self-directed learning possible by machines? Where are the limits of AI and Deep Learning? What differentiates a Deep Neural Network from the human brain? Can all cognitive capabilities of humans be learned with Deep Learning methods? This presentation addresses the question when robotics will dominate the world.

11:35 - 12:20

Leaders, Followers and Trusted Advisors

Christina Lovelock, BA Leader, Author and Coach

You may be interested in developing your leadership skills as a BA, but have you ever stopped to think about the quality of your followership skills?

We live in a world where the quality of leadership is considered to be absolutely critical to the success of projects and organisations. But followership skills are not mentioned, and the concept of being a follower has negative connotations. Many BAs do not want traditional leadership positions, but we do want to be heard, for our work have impact and to have appropriate influence on decisions. This role is often referred to as being a 'trusted advisor'.

This session will explore current leadership theories, how to develop as a follower and what

it really means to be a trusted advisor.

Conquering the Hybrid Divide: Collaborating with Stakeholders When You're Not All in the Room

Penny Pullan, Director, Making Projects Work

Collaborating effectively is key to BA success. Business analysts build trust and engage diverse stakeholders. They listen carefully to what's needed and facilitate difficult conversations. They lead through change and deliver value to organisations. It's challenging work, and much harder when some people are together while others are remote.

This interactive session will explore how BAs can facilitate engagement and collaboration across the hybrid divide. Penny will introduce the key challenge with hybrid teams: the lack of a level playing field between those together and those working remotely. She'll share insights from a number of organisations. You'll learn:

- Why hybrid can be so challenging (including a touch of neuroscience);
- Different structures for hybrid, and what works for each;
- Eleven ways BAs can level the playing field in hybrid meetings, workshops and beyond;
- Using asynchronous work to your advantage;
- Managing invisible conflict: how to stay happy and hybrid.

Strategic Alignment in 3 Easy Steps

Frank Kowalkowski, President, Knowledge Consultants

Today organizations often emerge from strategic planning efforts having sensed that certain external business environment (landscape) factors that impact their organization were changing. Typical key factors they sense are Political, Economic, Social, Technological, Legislative (regulation), Environment, plus market and business concern changes. Organizations are concerned with which strategies are impacted, to what degree, what organizational units are impacted and eventually how does this impact operations.

Strategic Alignment is an emerging approach that analysts use to increase the value of the analysis effort. It is part of the larger scope called Business Alignment. The key to successful strategic alignment is based on three components and related analytics that provide management insight. A business analyst should use the following three steps to identify the alignment:

- Characterizing and analyzing the External Landscape
- Characterizing and Analyzing the Strategic Position
- Assessing Impact of Change in the External Environment on your Strategies

Stop Researching My Users!

Suzu Robinson, Senior Business Analyst, Department for Education

Brand new to the organisation, I was told that instead of me 'eliciting business requirements' from 'stakeholders', our User Researcher would be 'capturing the needs' of 'internal users' himself. So where did that leave me?!

Like many BAs, I'd only ever worked with User

Researchers where members of the public needed to be consulted. As a BA whose main strength is active listening, what was I to do as interactions with colleagues outside the team were taken out of my hands?

This is one BAs story of how I learned to collaborate with User Researchers, and demonstrate the worth of business analysis in a new way.

Delegates will:

- Learn tips on how to collaborate with User Researchers
- Discover ways to integrate user research skills and techniques into their own work
- Gain confidence in their value as a BA

Adventures of a BA in Technical Analysis

Heather Everitt, Product Engineer (Analysis), John Lewis Partnership

An insight into one BA's journey into the world of technical analysis, with practical information about how to expand your own technical analysis skills and an introduction to some key concepts.

Over the last year, I have worked alongside teams from across John Lewis IT replacing a monolithic backend legacy application with a series of microservices. My team's application relies on this backend, so while there is little functional change from a user perspective, we've had to integrate with each new microservice. Along the way, I've learned a great many new skills, but also come to realise how my existing BA skills continue to be invaluable in this more technical environment.

Attendees will learn:

- How they can use their existing BA skills in the technical analysis space;
- Why a BA might want to expand their technical analysis skills;
- What key skills are needed and how to start building them.

12:30 - 13:15

Help I'm a BA Manager! Now What?!

Sarah Fitton, Career Coach, Coach Me to Success

Congratulations! You've proven your BA credentials and now you've been promoted to lead and manage the BA team.

Perhaps this is your first time managing anyone. Or maybe you've cut your teeth by taking the lead on the BA workstream, supporting other BAs assigned to a large project or programme to deliver their work.

But this is different! You feel you're not quite getting it right. And you're unsure what to do.

Whether you are completely new to managing a BA team or want to enhance your skills, this session will equip you with how to:

- Decide what type of manager you want to be
- How to put your best foot forward by asking the right questions
- Relinquish control and empower your team
- Get the best out of your team
- Manage your own time effectively

- Have the right conversations to support and develop your team

Business Analysis as a Service - We Are Not Note Takers!

Alison Wright, Head of Business Analysis, Smart DCC

Project Manager - "Hi - can you help? I need a BA."

Me - "Excellent - tell me a bit more about the project."

Project Manager - "Oh so we have already agreed a contract with a supplier, but our governance says I need requirements, so I need a BA to write them."

Me - <head in hands>

This is an example of the typical conversation I had when I joined Smart DCC in November 2021 as Head of Practice. Using the BCS book "Delivering Business Analysis" as a starting point, this presentation describes the journey to understand what our "business analysis as a service" looks like, including:

- Defining the business analysis service;
- Describing the transformation needed to achieve this;
- Selling the service (or in some cases, telling them the service they will get);
- The story so far and what's next.

Lean, Waste and Agile Business Analysis

Victoria Banner, Principal Business Analyst, Aldermore Bank

In a post pandemic world, we may be returning more to the office, experiencing organisational changes, and be facing new challenges as a result of the last two years. As things settle down, it may be tempting to return to old ways of doing things or worse, add in extra things as we move forward in a hybrid working world. This, in turn, could pile on the analysis and process pounds as we wrestle with all this change. Aspects of 'Lean', 'Agile' and 'Waste' are very complimentary to each other and can help keep our work as trim as it can be in the new age of working.

During this session we will:

- Explore some of those parallels and why it's so important that we keep things Lean.
- We will look at how Lean Business Analysis can support great Agile delivery.
- Look at some practical ideas about removing waste in our Analysis work.

I'll Tell You What I Want (What I Really, Really Want)

Gillian Rae, Principal Business Analyst, Sky

Those dreaded questions... 'I thought we were getting...?' or 'Who agreed to this?!' Why do we find stakeholders are unhappy with what's being (or worse, been) delivered and that it doesn't meet their expectations? Sometimes it's because the scope has not considered their different worldviews and what they really, really want. And an ambiguous scope can lead to wrong assumptions about what will be delivered. Using investigative skills, business analysts can prevent this from happening. In this session we will explore:

- Defining a collaborative vision and set of goals across multiple stakeholders, even when they have different worldviews.
- What to do when there is a difference in opinion and how to resolve it.
- How to build a well defined scope without ambiguity.
- A variety of tools and techniques to suit everything from one to one meetings to large workshops.

13:15 - 14:45

Networking Lunch & Exhibits

14:10 - 14:35

BCS Lunchtime Session: SFIPlus for the Business Analyst

Stuart Luckman, IT Business Consultant, BCS Learning & Development Limited

This session is to introduce the SFIPlus framework as a tool to support Business Analysts as they progress through their career. The session will cover:

- An introduction to SFIA and SFIPlus
- How SFIPlus can support BA professional development
- How SFIPlus can support planning your career path

Lunchtime Session: Midday Mindfulness

Kathy Berkidge, Agile BA, Coach and Trainer, Mind at Work Consulting

Conferences can be very busy with many thought provoking sessions and interesting people to meet. It can be exhausting. Join Kathy Berkidge for a short mindfulness session to recharge after your busy morning. Kathy will introduce mindfulness and lead you through a brief mindfulness meditation exercise. You will return to your day refreshed, relaxed and focused, ready for the afternoon's sessions.

14:45 - 15:30

Keynote: Higher and Wider: Business Architecture for Business Analysts

Roger Burlton, President, Process Renewal Group

The profession of Business Analysis is constantly evolving to suit new business challenges. The good news is that as BAs we are used to adapting to new realities and see these as opportunities for us to learn and to make a difference as the organization continues to move forward. A growth opportunity for us is to take our practice higher in the organization and apply it to a wider and more strategic set of issues. To do this you will need to enhance your skills and apply techniques that will help you to seize the opportunity. As BAs we can learn from the practices of Business Architecture. This session will introduce you to some of the competencies you will need to acquire to make the career jump to becoming more trusted and impactful with the business leaders

of your organization. In it, Roger Burlton will feature the essentials covered in his new book titled 'Business Architecture: Collecting, Connecting and Correcting the Dots'.

15:40 - 16:25

How Do We Tackle the Business Analyst Skills Shortage?

Jamie Toyne, Founder, Herd Consulting

Business analysis skills have never been in demand. With three quarters of the UK's top 50 BA leaders saying they've recently found recruiting experienced practitioners either challenging, difficult or hard. Given the increased appetite for digital services, growing expectations from users, and the need for organisational change – in an ever more complex world, it seems demand sees no signs of slowing. Consequently, we need to rethink how we attract new people into our profession, retain those already in it, or spark an interest from those who've never heard of it before. This isn't just a problem for practice leaders to solve, it's for all of us who proudly say we're a BA.

In the session we'll be exploring:

- How do we position the business analyst profession as an exciting and rewarding pathway for people to start and progress their career within, to an even wider audience?
- What role can you play as an individual?

Creating a BA Centre of Excellence

George Mannion, Director, evolvingBA

Georgiana is the BA Lead for an Asia Pacific Portfolio. Apart from delivering her programs, she was brought on board to develop a Centre of Excellence across the BAs in 11 countries who have a dotted line to her as the head of the Centre of Excellence.

This talk is how she is implementing this to align practices across all BAs in the region. They're delivering international projects so it's invaluable for stakeholders they receive documentation that is consistent from all projects. It's important they experience the same level of service at every stage, regardless of the BA. She implemented a BPM tool for consistency across process mapping. She will share where she met resistance and where she met celebration.

Another benefit is internal learning and development pathways. Understanding the progression from a Junior BA to a Principal BA by learning from peers saves training costs and encourages best practice.

You can implement a COE whether you're a team of 3, or spanning multiple countries, the benefits are still impactful and elevate the status of the BA in the organisation.

Your takeaways include:

- The starting blueprint for your Centre of Excellence;
- A look at a skills matrix and learning exchange;
- Transferrable skills into and out of BA roles;
- Development pathways for the BA.

And convincing others this is a journey worth supporting.

Impactful Impact Assessments

Clare Todd, Product Engineer, John Lewis Partnership

How do you understand the impact of new propositions across the systems that underpin your digital proposition?

In John Lewis, ideas come from many different places – our product owners, other areas of the business or compliance driven initiatives. This talk describes the framework I've used to review how an idea might drive change in our customer ordering journey and what the impact could be across the complex set of systems and processes that underpin our digital proposition.

Key learnings from the session:

- How I created the initial process/ technical framework which we use for impact assessing.
- How we capture and visually represent where the new proposition will drive change.
- How we highlight key questions/ assumptions.
- How we can drive out high level estimates from this.
- How the framework can act as a conversation prompt back with the requesting teams and provide solution context.

The Hitchhiker's Guide to Stakeholders Management

Elizaveta Ivankova, Lead Business Analyst, Softea

It's a challenging task to motivate even several people in one room, but now many of us work remotely and stakeholder management becomes even trickier.

In this session you'll hear:

- What does a hitchhiker have in common with a business analyst?
- Stakeholders – who are they and why do we need to manage them at all?
- Overview of stakeholder management options.
- List of sources and authors who inspired this journey (for the deep dive into details, if you wish to try a specific option).

Information Security? Business Analysts (Product) Own It!

Sarah McGuinness, Head of Security Education and Awareness, Department for Work and Pensions

With the exponential increase in cyber crime and the desire for information security to 'shift left', the need for business analysts to deliver in the information security space has never been as acute.

This presentation focuses on the importance of business analysis to information security and how delegates can leverage their skills to contribute to this fascinating and rewarding industry.

Business analyst delegates will learn how they can contribute to information security via:

- Information Security Requirements
- Information Security Process Design
- Information Security Data Modelling
- Threat Actor Personas
- OSINT

This presentation concludes with practical advice on how delegates can become better educated in information security. It also suggests actions that delegates can take to gain information security experience.

16:25 - 16:55

Networking Break & Exhibits

16:55 - 17:40

From Trainee Solicitor to Digital Business Analyst: What I Learned and How It Can Help Us All

Lorna Bradley, Digital Business Analyst, Whitbread Plc

From being certain of my career path since I was fifteen to having a serious change of heart, forcing open-mindedness and an unplanned change of course. I entered the industry with imposter syndrome at an all-time high, going from confidently knowing my field to starting from scratch.

How did I bridge the gap in knowledge and skillset to establish myself in an entirely new role and industry? How can my story and the things I learnt along the way help not only new BA's, but also long-standing, experienced BA's?

This talk shares real life examples of how I rewired my way of thinking around the priority of skillsets and how I hugely benefited from the range of BA's around me. These reflective and honest learnings can be used by all BA's to challenge themselves to reach new heights.

- There is something to be learnt from every personality type, especially those very different from your own.
- Tangible benefits from revisiting skillsets at every stage in your career.
- Why human skills are so important to the BA role and why they should not be underestimated.
- How development and growth has to be independently owned.

Conquering Mount InceptEry: Inception and Discovery Mindset Mastery

Jason Valentine, Senior Business Analyst & Sergios Tsarakis, Agile Coach, Aviva

Ever been a BA parachuted into a situation that requires you to do a product discovery or project inception? Ever found that it feels like setting out on an expedition into the unknown? Ever been curious to explore the mindsets that allow us as BAs to thrive and continuously drive successful results within a discovery or inception team? Then this session is for you!

Labels or terms used within discovery (or is it inception!?) are often confusing, so we shall explore the definitions of each as well as uncovering the mindsets to develop as we venture into these ambiguous landscapes.

As intrepid BAs, navigating discovery and inception activities is like mapping terrain with a flashlight. We must equip ourselves like explorers and have the courage to guide our teams through the difficult and uncertain terrain.

In this talk you'll hear:

- How discovery differs from inception, why they exist and what they're for
- How a BA should behave and lead in these environments
- How a BA can use their experience and learnings to detect common pitfalls

So, grab your flashlight and map, and come with us on the ascent of Mount InceptEry!

Specifying for the Full Product Lifecycle - Gherkin and Specification by Example

Line Karkov, Business Analyst, DM

Specification by Example and the Gherkin format are often associated with BDD and automated acceptance tests. From this presentation you will learn that Specification by Example is a valuable approach to high quality requirements, even if it is not used for test automation. It is particularly well suited for writing precise and detailed acceptance criteria for user stories. In addition, it offers a perspective on Specification by Example in relation to Design Thinking and experience mapping. With Specification by Example, you can turn your requirements into story telling about personas that will engage engineers as well as stakeholders.

Key takeaways:

- A basic understanding of the Gherkin format and Specification by Example;
- An understanding of the benefits of using Gherkin;
- How to relate Gherkin specifications to user stories and Design Thinking.

The Vampire and the Stakeholders

Sam Merrick, Business Architect, DWP Digital

Business analysis is a wonderful thing. As BAs, we work with all kinds of people on all kinds of initiatives... but sometimes the people we work with are not engaged, they may have other priorities, other views or quite simply don't see the value in the work.

During this presentation, we see the next chapter in the story of Anna Lizst, a hero BA, seen at last year's BA Conference, who helped to banish the Wizard of Woz.

In this story, Anna helps the world's first Vampire BA: Dr. Acular. As a vampire, Dr. Acular is very concerned about people holding stakes! However, as we all know, vampires have certain powers that can be helpful at times.

As the story progresses, Anna helps Dr. Acular to see that his powers can help him avoid the wrath of tricky stakeholders.

The 4 Dimensions of Business Agility: Powerful Insights for a Digital Future

Lynda Girvan, Head of Agile and Business Analysis, CMC Partnership Consultancy Ltd

With the market and technology changing at increasing speed, more and more organisations are failing to keep up with the pace required to succeed. Organisations that can't or won't adapt to the rapid changes in the world they operate in will struggle to survive and may lose their customer base. Business agility is essential

for organisations to continually review their products and services and maintain and grow customer loyalty. Becoming an agile organisation is not a one-off transformational activity, but a continuous journey of improvement involving all aspects of the organisation and its culture.

So how do organisations move towards a culture of business agility? This session will explain four dimensions to consider to achieve business agility, identifying characteristics and behaviours that must be embedded within an organisation's culture to survive and thrive.

17:40 - 18:30

Networking Reception

Wednesday 21 September: Conference Day 2 & Exhibits

09:00 - 09:10

Conference Welcome: Lucy Ireland,
Managing Director, BCS Learning &
Development Ltd

09:10 - 09:55

Keynote: Digital Disruption - The Rise of Robots, AI and the End of Work

Dr. Alan Watkins, Founder and CEO, Complete

The global pandemic has significantly accelerated the digital transformation of every single company. This has and will continue to transform the working environment as work becomes fully global, often remote in virtual online space; with data digitised and algorithmically interrogated. When we add in the rapid advances in the robotization of production and expertise that used to get leaders to the C-suite now replaced by artificial intelligence (AI) and machine learning (ML) the future is dramatically different from the past.

Many academics and commentators believe that AI is a threat to our survival as a species. Or at the very least we will see 30% of jobs totally disappear over the next 30 years and the emergence of a Universal Basic Income (UBI) schemes. But such ideas are based on a misunderstanding of robots, AI and ML and how they will actually affect the world of work.

In this masterclass Dr Alan Watkins will explore the real debate in AI, which stretches way beyond autonomous vehicles and rapid algorithmic driven search. He will take us to the cutting edge of the digital future to explore questions of the morality in mainframe, how computer viruses may become self-aware and how evolution will be synergistic with humanity and AI converging not diverging. He will ground this digitally enabled futurology in the commercial reality of today's business problems.

Takeaways:

Attendees leave with a completely new view of the digitally enabled future we are moving into. They will face into the issues of identity, the sentience of robots and why we need to better understand adult human development and morality in order to set ourselves up for the future. We will explore what disruptive intelligence looks like and how leaders can unlock such capabilities in themselves.

09:55 - 10:25

Networking Break & Exhibits

10:25 - 11:10

Shoot Your Shot: Elevate Your Career

Inga Davids, Senior Business Analyst, Analyze Consulting

Have you ever been stuck in your business analysis career and not know what to do, but you know you want a change? Guess what? You are not alone. In order to do that, you need to have a plan. There are key components of this plan you can start to do now. I learned about the importance, and how to do these components through my own career journey which I will share with you during this presentation. I want to provide you with tools and techniques that will ensure you're never in a situation of business analysis stalemate.

This presentation will provide you with the knowledge and techniques to gain control and direction of your career journey focusing on:

- How to identify your brand;
- How to craft career goals;
- How to build a network;
- How to stay accountable.

Born to Lead: Stepping Out of the Project Shadows to Become a Lighthouse for Business Change

Joe Newbert, Chief Training Officer, Business Change Academy

A 20/20 Lens for Business Analysis Leadership:

- The Four P's of business analysis leadership;
- Choosing to lead;
- Leading without authority;
- Responsive and proactive leadership;
- Growing leadership.

Business Analysis in the Brave New World

Kitty Hung, Principal BA Consultant, Atkins Global

The emerging technologies such as internet of things (IoT's), Digital Twin, Robotics, Drones intermix with both information technology (IT) and operation technology (OT) and the hardware devices are not limited to a computer with a screen as they come in different shapes and forms with no user interface. The Swarm Intelligence technology even takes it further to enable devices to communicate with each other bypassing human intervention. This has made it harder for Business Analysts to visualise how the requirements are turned to solutions. User Acceptance Testing (UAT) tests the "responses" of the devices rather than visualising the change of behaviour of the application on screen. The modern Business Analysts need to have the acumen to support the emerging technologies by improving their knowledge in:

- Software modelling technique (BPMN, UML, SysML)
- Integration (requirements around integration between the existing and new systems including functional, infrastructure and data integration)
- Regulations (around data privacy, device usage to minimise any missteps)
- Cyber Security (new and immature technologies are vulnerable to cyber-attacks. New technologies attract Cyber Espionage)

- Testing – (emerging technologies have not been trialled and tested as much as their predecessors, more testing needs to be done to check for errors and bugs to ensure the solutions have met the business requirements)

The Power of Persuasion - How to Create Change through the Art of Storytelling

Grant Wright, Chief Doodler & Paddy Dhanda, Agile Practice Director, The Visual Jam

As Business Analysts and change professionals we often need to explain ideas to our stakeholders. However, the reality is that you could have the best idea ever, but if you cannot communicate it in a way that makes people care, that idea will never take flight.

Whether we are presenting the case for change or explaining a complex problem, we need to move beyond death by PowerPoint and sleep-inducing documents and find a way to truly connect with our audience.

In this talk, Grant Wright and Pardeep (aka Paddy) Dhanda explore how empathy and the power of stories can be used to create compelling explanations that are capable of transforming an audience.

Learning points:

- Why traditional methods of business communication often fail to get the intended message across.
- How creating an emotional connection through the power of stories can increase our ability to persuade and influence.
- The importance of understanding your audience and constructing a clear message.

Digital Product Management: An Accidental User's Guide

Sallie Godwin, Business Analyst, RiskHub & Kevin Brennan, Product Management and Business Transformation Lead, Product MVP Consultancy

Surprised to find yourself managing one or more digital products? This talk will outline what's different about product management for those with a business analysis background. We'll cover why you need to think about business and customer value, where to start and how to use data to drive better product decisions. Then, through discussion, we'll talk through some common product related problems you might experience and some tools for tackling them.

Key takeaways:

- Changes in emphasis when you're managing a product, not working on a project.
- How to focus on outcomes.
- How to manage for results and handle common conflicts that might arise in your team.

11:20 - 12:05

The Journey from Mentee to Mentor

Karen Cooper, Intermedia Consultant, Hippo Digital

Exploring the journey as a business analyst from being a mentee to becoming a mentor, discussing the skills and development along the way. This session will look at experiences from joining the

IIBA mentoring scheme as a mentee to becoming a mentor in the same scheme, and then being a mentor to BA apprentices.

Takeaways for attendees:

- Examining the value of having a BA mentor and the benefits of being a mentee for your personal and professional development;
- Discovering the opportunities of becoming a mentor to other BAs both for the person you're working with and yourself;
- The advantages for an organisation in allowing their staff time for mentoring;
- Challenges in the mentoring process and ways to overcome them;
- What a mentee/mentor relationship can do for both parties ... and also what it may not deliver.

Specifics of Public Healthcare Domain in Business Analysis

Agnieszka Lozowicka, Cross-Programme Business Analyst & Lukasz Mielczarek, Business Consultant, Objectivity Ltd

In recent years, we've been observing a rapid boost in the digitization of public healthcare services. It brings many opportunities and challenges where Business Analysts may struggle without a relevant approach and knowledge.

The presentation will focus on the BA role in the entire software delivery process from the initial stages until delivery and solution adoption. We would like to highlight and discuss the specifics of project realisation in the mix of public and healthcare domains at each stage.

The presentation will be based on the experiences gained during the realisation of public healthcare projects that helped healthcare specialists and local communities across the UK.

In this session, delegates will learn:

- Opportunities, risks and constraints in the healthcare public domain,
- How to prepare yourself for healthcare engagements,
- Good practices in delivering better patient and healthcare professionals experience.

The Jason Bourne Academy of Facilitation: The Stakeholder Conspiracy

Graham Newton, Strategy Manager & Charlie Payne, Business Analyst Manager, National Grid

So, you've mapped your stakeholders, planned your collaborative activities, and prepared for every minute of your workshop.....but when you leave the virtual or in-person room hours later you are convinced there must be a conspiracy against you. Why was this not the high-performance session you'd planned for? Why didn't people work well together?

Do you want to understand and see through this conspiracy, so that your collaboration times are surprisingly productive and fun? Do you want to leave your stakeholders feeling energised and positive about your next session?

Then please join the Bourne Academy of Facilitation. In this session we will smash apart the stakeholder conspiracy to show you how to:

- Create the right climate for collaboration and innovation.

- Stop bad behaviours before they become overpowering, and maximise engagement from all your attendees.
- Adapt your problem-solving approach, through seeing that almost all problems are 'people problems'.

Writing a Cybersecurity Business Case

Bindu Channaveerrappa, Business Analysis Consultant and Director of IIBA UK London Communities, i-Perceptions Consulting Limited & Terry Baresh, Principal Cyber BA, Securian Financial

Research shows that Cybersecurity risks do not get the attention it is due, resulting in security breaches. In most cases, senior executives may not fully understand the security aspects and their implications, raising the key question as to who should make them see and how do we do that. Business Analysts present their analysis findings in a business case, and often Cybersecurity and risk controls are missed. A typical Cybersecurity business case usually involves adding new cybersecurity capabilities, maturing existing capabilities, or adding new cyber services. For BA's working in product development, there are many opportunities to "shift left" with cybersecurity principles and controls, thereby bringing Cybersecurity into the discussion early on, as part of the business case, and into the user stories.

12:05 - 13:35

Networking Lunch & Exhibits

12:45 - 13:25

IIBA Lunchtime Keynote: 8 Practices of a Nimble Organization

Keith Ellis, Chief Engagement and Growth Officer, IIBA

The pace of change for business is crushing and traditional approaches to change simply can't keep up. Yet, there are eight practices that organizations have used to become best in class in dimensions like innovation and operational efficiency, while at the same time becoming better places to work. Keith Ellis, IIBA's Chief Engagement & Growth Officer, will unveil a host of data from an intensive IIBA study to talk about how business analysis is essential in a world that demands being nimble.

Takeaways:

- What is a 'nimble organization'?
- How do organizations use these eight practices to drive organizational success?
- What is the impact and role of business analysis professionals in nimble organizations?

13:35 - 14:20

Keynote: Professionalism – Why It Is So Important

Rebecca George, Former President of BCS, the Chartered Institute for IT

- What she believes is meant by professionalism and why it is important;
- What it has meant to her career how this has helped her;
- What we can or need to do and the behaviours we need to display to be professionals;
- How professionals in the change and IT industry really make a difference with reference to BAs
- The risks of the amateur approach

14:30 - 15:15

How to Grow as a Business Analyst in the Public Sector

Kamal Marwaha, Senior Business Analyst, Ofsted

Delivering digital services in the public sector presents a challenging environment for a Business Analyst due to the primary focus on user needs, agile software development, the GDS design principles and framework.

With a willingness to learn, the speaker has used the public sector as an opportunity to enhance his skills and experience new opportunities – other BAs can do the same.

The speaker will talk about how he has helped project teams continue to deliver, despite the various obstacles his projects have faced.

Key lessons from this session:

- The vital role played by a BAs artefacts and how these are the key component in a project.
- The role the BA can play in shaping the agile delivery schedule.
- How a BA can step into the Product Manager role and give the project team direction.
- The various hats a BA can wear during discovery, alpha and private beta phases.

Leading Change in a World of Equity, Equality, Diversity & Inclusion

Farhana Kuddus, Global Head of Equality, Diversity & Inclusion/HO Business Analysis, 10x Banking

The world is changing towards a more equitable, equal, diverse and inclusive space. People are standing up to demand they be counted, where through representation, identity and voice the landscape of products, services and generally society has evolved.

World atrocities such as George Floyd's death and innovation of technology has forced businesses to consider duties towards doing the right thing, be mindful of all communities. Diversity, Inclusion and ESG Strategies are now central to organisations, becoming the no.1 influencer when customers choose to do business and employees seek employers.

The role of change, specifically Business Analyst becomes more complex, creates opportunity to drive towards equitable thinking in the design

and definition of solutions, and to become more mindful of customers personal traits. Information can no longer be captured blindly, or moments be captured without knowing.

Key takeaways include:

- Emerging driver Equality, Diversity & Inclusion;
- Reaching increased equitable and diverse solutions;
- Make of customer.

The Art of Influence - How to Build Effective Business Relationships

David Beckham, Principal Consultant, ChuDo Consulting

Without the ability to influence others the Business Analyst is deprived of an integral element of attaining success. This session will examine what influence is; what are its components, how influence works and most importantly how you can get it. Through personal experience and anecdotes David will convey lessons he has learned in a twenty-year career as a Business Analyst and examine some of the techniques you can employ in situations ranging from first encountering a customer to spotting potential influencing challenges in a workshop. Topics include:

- What is influence?
- The Status Curve – a personal model for the level of influence you can get away with!
- The components of influence.
- The influence iceberg – the difference between visible and invisible influence
- Working effectively with stakeholders.

So, if you want to know why your stakeholder's favourite biscuit is important or the value of a Fact Based Discussion join David in this session!

Strange Times & Stellar Drive: The Digital Hands Free Shopping Story - Pushing BA Boundaries in a Post Pandemic Era

Jackie Brockis, IT Business Analyst, Value Retail

This is a story about the Digital Transformation of a Product and Service and its journey from initial inception through to full scale rollout across our European Hospitality Platform. It is also a story about BA endeavour and how a step change in approach during the Pandemic led a traditional BA to lead four successful Go-Lives across Europe and become the unexpected Product Owner of the Technology Product underpinning the service.

Key Takeaways include:

- Knowledge of the Digital Platform & Technologies supporting the 'Hands Free' Customer Shopping Experience.
- How to manage an ever growing 'Radius of Influence' and improve User Experience' for all.
- End to End Testing when you can't be there in person.
- Product Ownership – Embracing opportunity to take Technology & Services forward.
- The importance of adaptation to achieve both the expected and the unexpected and further develop in the BA role.

15:25 - 16:10

Panel - BA of The Year

Moderator: Lauren Howes, Senior Business Analyst, Transport for London

Panellists: Sam Merrick, DWP Digital, Nikkita Vilas, Principal Business Analyst, Aviva, Neal Ricketts, Senior Business Analyst, Bank of England & Mayuri Gupta, Enterprise Ops Excellence Manager at Comparethemarket

The BA of the Year finalists and winners offer a testament to the excellent work business analysts carry out for their organisations. Since applying for the BAOTY Award, many BAs have enjoyed career development and success, and have contributed significantly to the wider BA Community. This session will involve a panel discussion where four BAOTY alumni discuss their BA careers and how the BAOTY Award helped them with their personal development. The discussion will be moderated by Lauren Howes, who attended the BA Conference as a BAOTY finalist and has never looked back!

Fireside Chat - Debra Paul and Christina Lovelock

Dr Debra Paul, Managing Director, AssistKD & Christina Lovelock, BA Leader, Author and Coach

One of the great joys of business analysis is that so many BAs relish the opportunity to discuss all matters related to their profession. In this session, Christina Lovelock and Debra Paul reflect on their collaboration when writing *Delivering Business Analysis* and extend the discussion into the business world, mulling over various topics in an informal 'fireside' setting. These topics include intuition in business, personal motivation, coping with business challenges and how the BA toolkit is a vital ingredient for personal and organisational success. There will also be plenty of opportunity for audience questions so come along and join in the conversation.

16:20 - 16:35

Conference Close: Liz Calder, President, IIBA UK

Business Analysis Conference Europe 2022

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Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros (€).

If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment.

All delegates must add VAT (20%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

One Day	£795 + VAT (£159) = £954
Two Days	£1,295 + VAT (£259) = £1,554
Three Days	£1,595 + VAT (£319) = £1,914

The registration fee includes the conference lectures, on-line access to conference slides, refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

Discounts:

Group discounts are available for group bookings of two or more delegates made at the same time. IIBA® discounts are available as follows: IIBA® members will receive a 10% discount, IIBA® UK Chapter members will receive an extra 5% discount making their total discount 15%. BCS The Chartered Institute for IT - 15% discount to all BCS Members.

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If you cannot attend:

You can purchase the conference slides £200. To purchase please contact mina@irmuk.co.uk

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Business Intelligence
& Analytics Conference Europe
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Conference Location:

etc. venues 133 Houndsditch, London

Hotel Accommodation Details:

There is a wide selection of accommodation available within walking distance of etc. venues 133 Houndsditch where the conference and workshops will be held. [Click here](#) for further information.



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