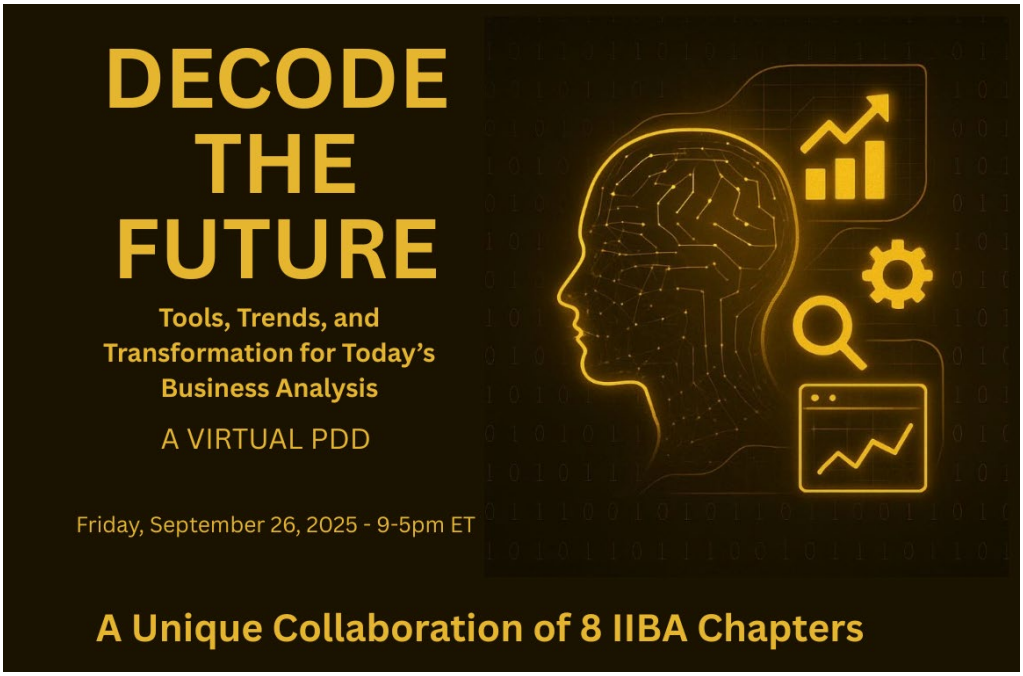


Friday, September 26, 2025

VIRTUAL

A Collaboration of IIBA chapters pooling their resources to create a special event.

IIBA® Kansas City Chapter

IIBA® Wisconsin Chapter

IIBA® St. Louis Chapter

IIBA® Nashville Chapter

IIBA® DC Metro Chapter

IIBA® Birmingham Chapter

IIBA® Dallas Chapter

IIBA® Central Iowa Chapter

Welcome

Decode the Future

Tools, Trends, and Transformation for Today's Business Analysis

Join professionals from diverse industries for a one-day virtual conference focused on the skills and strategies needed to thrive in a rapidly evolving landscape. Network with peers, gain actionable insights, and earn CDUs. Don't miss this opportunity to equip yourself for the future of business analysis.

- 9 world-class speakers across 3 rooms – allowing delegates to choose one speaker per session
- Executive panel
- Peer-to-peer discussion groups @ 25-min each
- Prizes all day

All sessions will be recorded and available to delegates ONLY after the event

We look forward to:

- Innovative Leadership: Featuring speakers who have led groundbreaking projects and can share insights on leading teams to success.
- Collaborative Networks: Focusing on the importance of building professional networks and how they can be leveraged for project success.
- Skill Advancement: Offering sessions that provide CEUs, ensuring that attendees are gaining valuable knowledge that contributes to their professional development.

This conference delivers as many as 15 CDUs and PDUs If you stay with us for the day, you can collect 6 Education Units and you will get access to the recordings of the rest of the 9 PDUs – available for three months following the event.

We hope you will consider joining us. And please spread the word—*Share* with anyone navigating what's next in business analysis.

And please pass our information along to colleagues who are interested in how the future will deliver project management excellence.

Registration

If you are a member of one of the follwing chapters, please proceed to your chapter web site to register directly.

- St. Louis
- Kansas City
- Birmingham
- DC Metro
- Nashville
- Dallas
- Central Iowa
- Wisconsin

Otherwise - you can register here - **www.iiba-co-op-pdd-sept-2025.com**

Event Overview

Keynote Presentation - 9-10am

Track Sessions, one hour each: 10:20am, 1:30pm, 3:50pm

- three rooms available per time slot divided by Talent Triangle topics.

Executive Panel – 11:30am – one hour discission with senior executives on the state of our Project Management practice

Group Discussions – 2:40pm – two peer-to-peer discussion groups @ 25 minutes each. Each delegate selects two sessions over the one-hour slot – from a list of 10+ titles.

Prizes – draws held throughout the day

Event Recordings - available ONLY to registered delegates after the event and for a limited time period.

Your Conference Team:

Liz Soldwish-Zoole	St. Louis
Jen Tubbesing	Kansas City
Ishwori Shrestha	Birmingham
Mindy Bohannon	DC Metro
Tammy Reno	Nashville
Craig Leger	Dallas
Josh Jones	Central Iowa
Richard Wagnar	Wisconsin

Conference-at-a-Glance

all times stated in Eastern Daylight Time

9am	Open		
9:10 - 10:10	Keynote Session **Mastering the Art of Strategic Thinking: Your Roadmap to Success** David Barrett		
10:10 - 10:15	break		
10:15 - 10:20	prizes		
	Knowledge and Ideas	People & Leadership	Tools and Techniques
10:20 - 11:20	**The Science of Choosing Which Dumpster Fire to Tackle First** Tamara Copple	**Seven Key Skillsets of Tomorrow's Leaders** Jamie Champagne	**Accelerating Humans: The New AI Mindset for Business Analysts** Bert Carroll
11:20 - 11:25	break		
11:25 - 11:30	Prizes		
11:30 - 12:30	**Executive Panel**		
12:30 - 1:25	Lunch		
1:25 - 1:30	prizes		
	Knowledge and Ideas	People & Leadership	Tools and Techniques
1:30 - 2:30	**The T-Shaped Business Analyst** Dave Saboe	**Tools and Trends of Emotional Intelligence: Transforming Business Analysis in the Best of Times and the Worst of Times** Sinikka Waugh	**A late bloomers guide to Gen AI: ethics, bias, and effective promoting** Mindy Bohannon
2:30 - 2:35	break		
2:35 - 2:40	prizes		
2:40 - 3:40	**Discussion Groups**		
3:40 - 3:45	break		
3:45 - 3:50	prizes		
	Knowledge and Ideas	People & Leadership	Tools and Techniques
3:50 - 4:50	**The Role of Business Architecture and Business Analysis in Driving Organizational Transformation** Morad Mziout	**Lead from Where You Are: Influence, Inspire, and Be Seen—Without the Title** Rebecca Sabogal	**Making Space for Joy: AI Tools for Creative Problem Solving** Chris Leonard
4:50 - 5:00	wrap up		

Keynote Presentation

9:10 – 10:10am

Mastering the Art of Strategic Thinking: Your Roadmap to Success
David Barrett

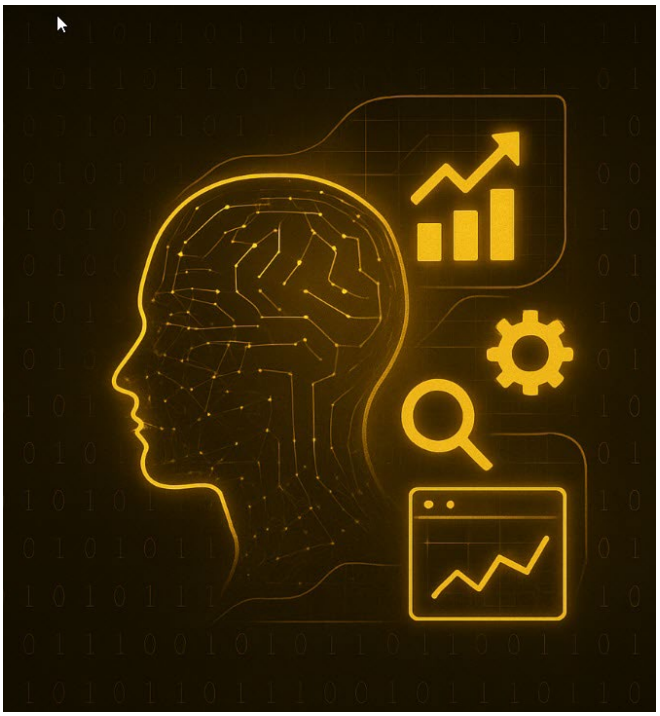


Have you ever wondered what sets the truly successful individuals apart from the rest? What is it that propels some people to reach their dreams, while others seem to wander aimlessly through life? The answer lies in the power of strategic thinking, a skill that can transform your life, both personally and professionally.

Imagine a future where you are in complete control of your destiny, where every decision you make is a steppingstone towards your desired goals. It's a future where success and happiness become the norm, not the exception.

David Barrett has spent years exploring the art of strategic thinking, helping individuals and organizations unlock their potential.

In this session, he will take you on a journey that will empower you to think strategically and logically about your future. He will inspire you to create a roadmap that guides your actions and choices, leading you toward your dreams and aspirations. By the end of this session, you'll have the tools and mindset to put yourself firmly in the driver's seat of your life's journey.



Executive Panel Discussion

11:30 – 12:30

Featuring…

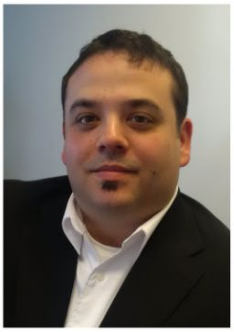
- **Angela Wick, CBAP, PMP, PBA, ICP-ACC**
  BA-Cube.com & BA-Squared, LLC
- **Barbara Carkenord,** CBAP, IIBA-AAC, PMI-PBA, PMP
  Business Analysis and Project Management Consulting, Training, Mentoring
- **Vincent Mirabelli**
  Strategic Analyst, Speaker and Trainer



Angela Wick



Barbara Carkenord



Vincent Mirabelli

Leading Business Analysis Practices and Teams: Balancing Innovation/AI with Consistency and Value

The role of the BA leader is evolving rapidly as AI and emerging technologies reshape how business analysis delivers value. Today's business analysts don't just need "supervision", they need collaborative, forward-thinking leaders who can help them grow their skills while navigating change. Many BA managers are seasoned analysts adapting to leadership in a new era of innovation. Others bring management expertise but are still building a deep understanding of business analysis practices. Both paths demand humility, curiosity, and a commitment to continuous learning.

This session will explore the unique challenges of leading BA teams during times of transformation and provide insights to maintain consistency, support practice maturity, and deliver value as innovation accelerates.

In this session, you will:

- Explore ways to balance innovation with proven practices to keep your team grounded and effective
- Discover strategies to develop and mature your BA team while embracing AI capabilities
- Learn how to communicate and demonstrate the value of your BA team's work to other departments and executive leaders

Join us for an engaging discussion and Q&A session to share your experiences and insights

Discussion Groups

2:40 – 3:40

Here is an opportunity to be heard, and to hear from your peers.

For each session, you can choose any topic you wish. Each room will have one designated moderator. You will be given 25-minutes to discuss the topic.

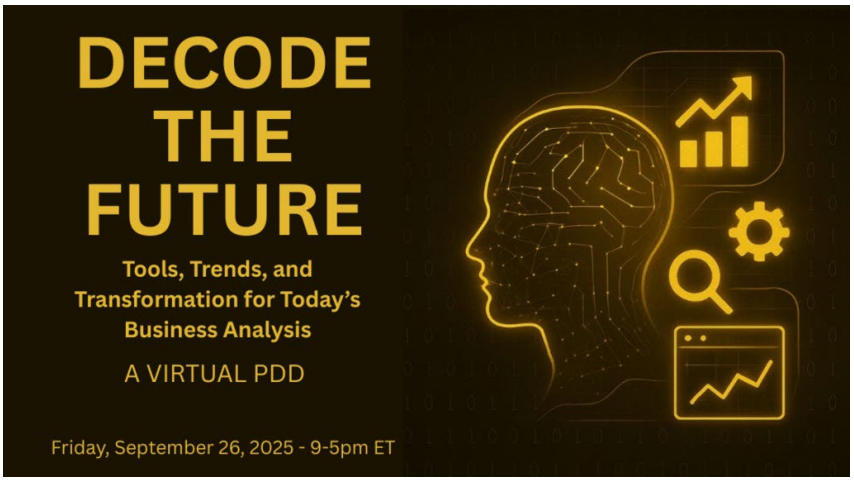
"Breaking the Requirements Rut"
How do we keep requirements gathering fresh, focused, and future-ready?

"Data or Gut? Decision-Making in the Real World"
Balancing analytics with intuition when advising stakeholders.

"BA in the Age of AI"
How is AI changing the role of the Business Analyst—and what's next?

"From Analyst to Influencer"
Strategies for gaining trust, visibility, and impact across your organization.

"The BA Toolbox: What's In Yours?"
Tools, templates, and techniques that really work—let's trade secrets.



Track Sessions

10:20 - 11:20

Tamara Copple
The Science of Choosing Which Dumpster Fire to Tackle First
Knowledge and Ideas



Everything is on fire, every stakeholder is clamoring for their thing to be prioritized first, and every leader wants to know why theirs isn't. There are lots of ways to prioritize a backlog but the weighted shortest job first (WSJF) method offers ways to find the "low hanging fruit" that delivers the most value to the stakeholdes in the shortest amount of time.

Together we'll discuss the components of the technique and how to walk your stakeholders through the prioritization process. We will analyze both the strengths and limitations of this technique. Finally, we'll explore what to do when even that doesn't give you a definitive answer.

Jamie Champagne
Seven Key Skillsets of Tomorrow's Leaders
People & Leadership



In today's evolving workplace, leadership is about action and adaptability, not just titles. Tomorrow's leaders will need versatile skill sets that can pivot with digital advancements, organizational shifts, and societal changes. This session introduces tools and strategies that keep your skills sharp, ensuring you remain in demand and effective, no matter the circumstances. Explore how to stay relevant, become someone people look to in challenging times, and lead with confidence.

In this session, you'll gain insights into the essential skill sets that future leaders will need to succeed in a world of rapid digital and organizational changes. Discover the core techniques that help you stay relevant, adaptable, and effective—no matter what comes your way. From maximizing digital comfort to fostering productive teamwork, these insights will

Bert Carroll
Accelerating Humans: The New AI Mindset for Business Analysts
Tools and Techniques



Artificial intelligence is changing the landscape for business analysts. This session covers what that shift means and how to adapt your approach. I will share practical ways to update your skills, build a personal toolkit, and identify where you can add value as things change. Learn how to use AI to enhance your work and deliver better results.

Track Sessions

1:30 - 2:30

Dave Saboe
The T-Shaped Business Analyst
Knowledge and Ideas



In today's rapidly evolving business landscape, the role of the Business Analyst has become more pivotal than ever. But what sets apart an exceptional Business Analyst from the rest? In this engaging session, we delve into the concept of the T-shaped Business Analyst – a professional with a breadth of knowledge across various disciplines and a depth of expertise in one or more specific areas. Discover why possessing T-shaped skills is crucial for success in the field of business analysis.

Attendees will gain valuable insights into the significance of cultivating a diverse skill set, enabling them to effectively navigate the complexities of modern business environments. Together, we'll explore the key competencies that make up the horizontal bar of the T and dive into the specialized skills where deep knowledge and proficiency is a must.

Whether you're a seasoned Business Analyst or just starting your journey, this session promises to equip you with the tools and knowledge needed to thrive in your role and make a meaningful impact within your organization. Don't miss this opportunity to elevate your skills and enhance your career prospects. Join us for "The T-Shaped Business Analyst" and unlock the secrets to becoming a truly indispensable asset in today's dynamic business world.

Sinikka Waugh

Tools and Trends of Emotional Intelligence: Transforming Business Analysis in the Best of Times and the Worst of Times

People & Leadership



Too long considered a “soft skill,” the human skill of Emotional Intelligence (EI) has emerged as the make-or-break skillset of our time. EI, the very thing that AI simply cannot do is not simply being in touch with your feelings or crying at sappy movies…it’s anticipating whether or not the movie is about to make someone cry, and coming equipped with the appropriate number of Kleenex. In this fast-paced world, with data abundant, change frenetic, and stakeholder tensions on high alert, learn 8 simple tactics that will elevate your game and transform the way you work, communicate, and influence in your space.

Mindy Bohannon

A late bloomers guide to Gen AI: ethics, bias, and effective promoting

Tools and Techniques



As generative AI rapidly advances, understanding its ethical implications and inherent biases becomes crucial. This talk will explore the iterative process of prompt engineering to steer outputs effectively. By recognizing GenAI's limitations and maintaining a human-centric approach, we can leverage its capabilities for routine tasks while directing human effort towards more complex priorities. This balanced perspective allows us to harness AI's potential responsibly, continuously refining our methods to address emerging ethical challenges. In our GenAI journey, look out for hallucinations where clouds are made of cotton candy and the capital of France is London - and always try to ensure fair use.

Track Sessions

3:50 – 4:50

Morad Mziout

The Role of Business Architecture and Business Analysis in Driving Organizational Transformation

Knowledge and Ideas



In today's dynamic business landscape, aligning strategy with execution is critical to maintaining a competitive edge. Yet, many organizations face challenges translating high-level strategic goals into actionable initiatives that yield measurable results.

This session explores how business architecture and business analysis, when effectively integrated, can bridge this gap and drive successful organizational transformation. While business architects focus on defining capabilities and roadmaps, business analysts bring precision through detailed requirements and actionable steps. Together, they form a powerful partnership that ensures strategy is not only implemented but continuously adapted across the organization.

Through real-world examples, best practices, and hands-on techniques, attendees will discover how to foster meaningful collaboration between these roles and adopt a structured approach to delivering strategic outcomes.

This session focuses on how the disciplines of business architecture and business analysis can work together to bridge this gap effectively. Business architects and analysts each play crucial roles in translating strategy into action, but it's the integration of these roles that truly enables a cohesive approach. This session provides a practical guide for aligning strategy and execution, with a focus on fostering collaboration between business architecture and analysis to ensure strategic initiatives are fully realized and adapted throughout the organization.

Join us to learn how to use business architecture to outline high-level capabilities and roadmaps, while leveraging business analysis to drill down into requirements and actionable steps. Real-world examples, best practices, and hands-on techniques will be leveraged.

Rebecca Sabogal

Lead from Where You Are: Influence, Inspire, and Be Seen—Without the Title

People & Leadership



You don’t need a VP title to lead powerfully. In fact, some of the most influential leaders are the ones who elevate others, solve problems quietly, and drive impact from behind the scenes. This session is for those ready to lead with intention—regardless of role. Learn how to build trust, communicate with presence, and become the kind of person others naturally follow. If you're ready to stop waiting for permission and start owning your influence, this session is for you.

Chris Leonard

Making Space for Joy: AI Tools for Creative Problem Solving

Tools and Techniques



Can AI help us live more joyfully? Our endless days of draining meetings and busywork can change. Applying AI imaginatively, we can overcome the obstacles that limit our impact and dive deeper into the work closest to our true passions and values. This session gets you started with common AI tools to immediately scale your creative problem-solving skills.Learn to flex AI’s expanding capabilities to win back time from busywork and double your focus

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