

Testimonials from PW&WCBA 2009

A letter from Anne Hartley, Director, Requirements Management Practice, Enterprise Project Office, Blue Cross Blue Shield of North Carolina:

Deciding to attend this conference (traveling from NC) was late in the game as a result of tightened spending and time constraints. I kept this one, in particular, on my radar based on my first experience three years ago in Orlando, and in subsequent years where staff members have attended. It is a well-orchestrated event that really does "get" the collaborative nature and interdependencies of the disciplines and practices this conference covers with a comprehensive approach - in lieu of siloed conference venues. I am just as pleased as I was the first time.

Given the dramatic difference in attendance levels between the first time (almost a thousand) and this one (substantially lower - presumably impacted by the economy), I found the quality of the conference was as good, and in some ways even better, as a result of the smaller group. Those who attended were highly aligned and engaged participants who contributed significantly to the overall experience - during the sessions, networking opportunities between sessions, and lunch conversation. As before, attendees are comforted to know that we are not alone facing the challenges and embracing transformation leadership opportunities that are aligned with a maturation process - regardless of our industry. We are all dealing directly with conference themes - at various stages of the game.

The keynote speakers and topics were exceptional and the tracked presentations were insightful, informative, and thought-provoking. Both venues were enhanced by great questions from those in attendance. (The only disappointment was the cancellation of 2 presentations; however I have already connected with Jennifer, conference coordinator, who is going to assist me in getting in contacts with those presenters to see if any material may be available.)

As I was leaving, I made a point of expressing my sincere gratitude to Jennifer for being able to maintain the overall quality of this conference in challenging economic time. It was well worth the investment in every way.

It has been great for understanding best practices and getting ideas.
- David Adamson, FamilySearch.Org.

A letter from Janet R. Brown:

In times like these, sometimes it's the kindness of strangers that can make a big difference. And that is how I ended up attending the recent PW & WCBA in November at the Disneyland Hotel. At the last minute, a trusted colleague told me about the PMI-OC 20th Anniversary Career Fair and Gala Celebration. All in all it was an inspiring day even before the evening events. Although I didn't know anyone when I

arrived, I found that by the end of the day, I had met new friends and colleagues at each of the day's events, the Career Fair, the Cocktail Hour, and the Dinner with keynote speakers.

The last item of the evening gala was the raffle for the fully paid tuition to the upcoming conference that was generously provided by the Institute for International Research. As I listened to the numbers being spoken, all of a sudden, I realized "I won" the Grand Prize and my hand shot straight up in the air. It was a very exciting moment! And all of a sudden I felt connected to something larger, just like being on a great project. The PMI-OC Gala was in September and the conference took place in mid November. For the two months that followed, everyone I spoke to, in my personal and professional life, heard about PMI-OC and the PW&WCBA Conference!

As the conference quickly approached, I was in a quandary. There were so many interesting and informative sessions and speakers to choose from that I wanted to clone myself and be a fly on the wall in each one. Since I had only recently learned about the IIBA and BABOK, I decided to sit in on the all day session "Jogging through the IIBA BABOK" to get the quick hit overview. Jogging was an adept description. We started at 8:00 and continued until 6:00 with a couple of coffee breaks and a luncheon with the other attendees. Although it was a small group, everyone was engaged, with participants from Dubai and all across the U.S.

The instructor led the workshop using a customized requirements roadmap tied to each BABOK knowledge area, with recommended tools and techniques to zero in on each of the knowledge areas.

The BABOK® knowledge areas discussed included:

- *Business Analysis Planning and Monitoring*
- *Requirements Management and Communication*
- *Elicitation*
- *Enterprise Analysis*
- *Requirements Analysis*
- *Solution Assessment and Validation*

Keywords are often used to initiate the Business Analysis process and were linked to tools and techniques as presented below. These tools and techniques along with identification of data requirements represented in data models and data state diagrams comprise the components required for comprehensive Business Analysis:

- *Why – Define Goals, Objectives, Vision (initiating Business Requirements)*
- *Who – Define Stakeholders*
- *What – Capture business rules (Maintain a Glossary)*
- *When – Capture triggers and results using an Event-Response table*
- *How – Develop Use Cases, Process Maps*
- *Validate – Develop Prototypes*

Emphasis was placed on the function of the IIBA BABOK as a set of standards only, rather than a methodology, a training guide, or a complete set of tools and techniques. The instructor did an excellent job of providing the framework within which to reference and use the IIBA BABOK.

The following two days of the conference were equally full. My favorite time of each day was first thing in the morning when all the participants gathered to listen to three or four keynote speakers. All of the keynote speakers were either CIO's or published authors and the leadership quality of each individual came shining through each presentation.

Thank you to the PMI-OC board and chapter members for helping to make the last few months leading up to this new year so much richer and fuller for me as a result of the fantastic opportunity I had to attend the PW & IIBA Conference.