

Visual Script: 1st European Business Analysis Day

location: Frankfurt am Main, Germany

Meet the hosts	2
KEYNOTE: BUSINESS PEOPLE AGAINST POVERTY	3
BEING AGILE RATHER THAN DOING AGILE!	5
BROADER AGILE PERSPECTIVE	8
THE HUGE GAP BETWEEN HOW PEOPLE BELIEVE PROCESSES RUN – AND HOW THEY ACTUALLY RUN	10
REQUIREMENTS, PROJECTS & CHANGES	13
“DOING THE RIGHT THINGS RIGHT!” – INTRODUCTION OF PROJECT PORTFOLIO MANAGEMENT	16
5 CONCLUSIONS THAT WILL CHANGE YOUR THINKING ABOUT THE DIGITAL BA	19
Telling story instead of presenting content	22

created by Michaela Kühn, M. A., PMP, PMI-PBA



www.michaela-kuehn.com

MEET THE HOSTS



The conference is hosted by [masVenta](http://www.masventa.de) Business GmbH, a German IT Service and Consultancy company with a strong focus on Business Analysis and Project Management. This includes provisioning of highly qualified personnel for IT- and change-projects as well as training and development of human resources towards industry leading certificates like Certified Business Analysis Professional CBAP® and PMI-PBA®. Here we are market leader in Germany with more than 50% of all Business Analysis Certification Preparation trainings.

Since more than seven years we are especially engaged in German speaking countries by volunteering for and contributing to IIBA chapter work and Business Analysis as such. masVenta managing director Rainer Wendt is the president of the IIBA Germany Chapter since 2014 and masVenta is Gold Sponsor of the PMI® Cologne Chapter. Our mission is to establish the BA-DAY as a hot spot for Business Analysts and all who are doing or managing Business Analysis matters in central Europe, for exchanging best practices, meeting old and making new friends and a very focused networking in the European Business Analysis Community.



HELENE PRÖLLS

CEO Foundation
managerohne Grenzen GmbH

KEYNOTE: BUSINESS PEOPLE AGAINST POVERTY

Since her student days, Helene has been working in the marketing and communications fields. Her over 40 year career has spanned leading positions in banking, consultancy for small to medium-sized businesses and her own communications und publishing agency.

In the past 10 years she has devoted her professional activities to sustainability, seeking to answer the central question as to how companies can be economically successful whilst serving their social responsibility.

After the start in 2005, she initiated in 2009 the Manager ohne Grenzen (managers without borders) foundation – a charitable body deploying worldwide business know-how in developmental projects in a bid to thwart hunger and poverty. This foundation involves Helene in working in the vital tangent of business meeting development “aid”. She makes business expertise available to sustainable small to medium-sized enterprises designed to spark prosperity particularly in under-developed rural communities of the Third World. Another sphere of Helene’s activities, and one very close to her heart, is truly sustainable CSR measures in German businesses – particularly in promoting their partnership when they plan operations in countries in which managers without borders are already active. This interface between the foundation’s business and cultural experience in these countries with corporate planning of future entrepreneurial activities there, is an obvious win-win situation for all involved.

Helene is also a sought-after CSR and sustainability consultant, communications and seminar moderator; CEO of the consulting company dialog projects ltd and resilience and leadership coach for responsible leadership. www.auszeitkultur.de

Website: <https://stiftung-managerohne Grenzen.de/> international page
https://managers-without-borders.com/?noredirect=en_US

LinkedIn: [Helene Proellss](#)

1st European
Business
Analysis
Day



#SocialHolidays

Is it possible to
live without borders?

REAL
BOARDS

ARTIFICIAL
BOARDS



Acting
instead of
Talking

Sustainability

Think
inside
out



Companies Ways to engage



HELPING
PEOPLE TO
HELP
THEMSELVES





GERALD ADAMIK

Project Manager and Agile Enthusiast at
Uniper Global Commodities



HAMZA KICHOUHI

Lead/Principal Business Analyst at Uniper
Global Commodities

BEING AGILE RATHER THAN DOING AGILE!

Most of us have somehow been in contact with certain aspects of the Agile methodology. Some of you may have a more or less successful implementation or are in the middle of evaluating the additional benefits over the traditional approach. Or maybe you are just reluctant due to diverging experiences in the press. But at the end of the day we all have the same question, does Agile work for my requirements and if yes how can I take an advantage of the Agile practices and optimize it to the Excellence.

Here, we would like to share our experience of an Agile journey with internationally distributed teams in the Energy sector. Our way to a practical adaptation of Agility considers different project types and work styles. How understanding what Agile really means and how using a well composed set of Agile practices adjusted to our individual needs, helped us to overcome our day to day challenges with a new and tailored approach.

Website: <https://www.uniper.energy/>

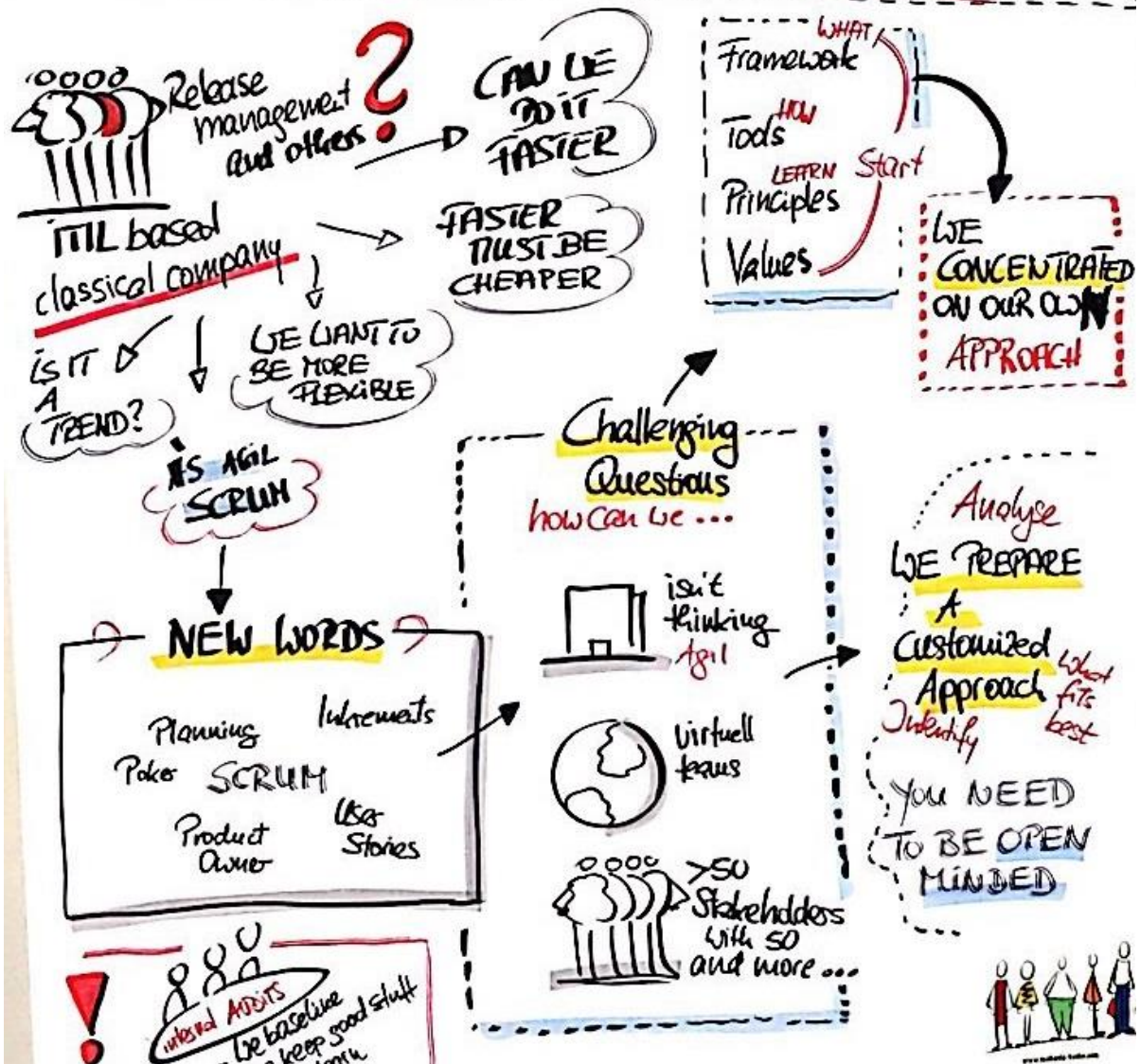
LinkedIn: [Gerald Adamik](#)

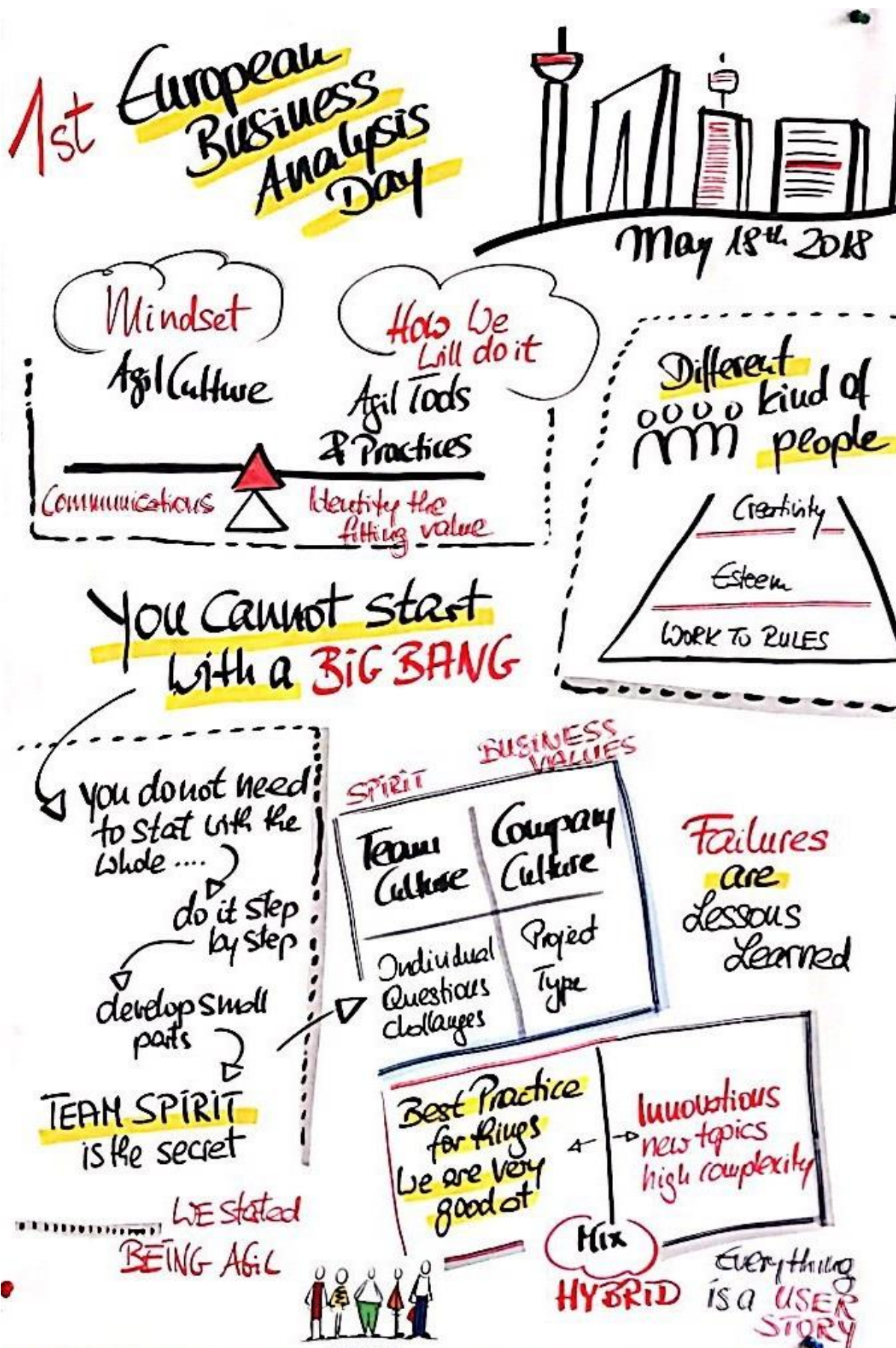
LinkedIn: [Hamza Kichouhi](#)

1st European Business Analysis Day



BEING AGIL RATHER THAN Gerald Adamik
DOING AGIL Hamza Kichouhi







ALEŠ ŠTEMPIHAR

CEO Digital 42

BROADER AGILE PERSPECTIVE

Ales is a digital strategist, innovator of business models and accelerator of changes in organizations. When it is necessary to start with the foundations of digital business and see the future of the company through a digital transformation, Aleš is the right person to talk to and cooperate with. As a digital strategist he helps companies with preparing a digital strategy and roadmap execution. As an innovator he creates new business models and as the leader of Digital42 initiative he takes care for the program of digital projects. He is an IIBA member since 2008 and first and current IIBA Slovenia Chapter President. He is a BABOK v3 co-writer.

Website: www.digital42.biz

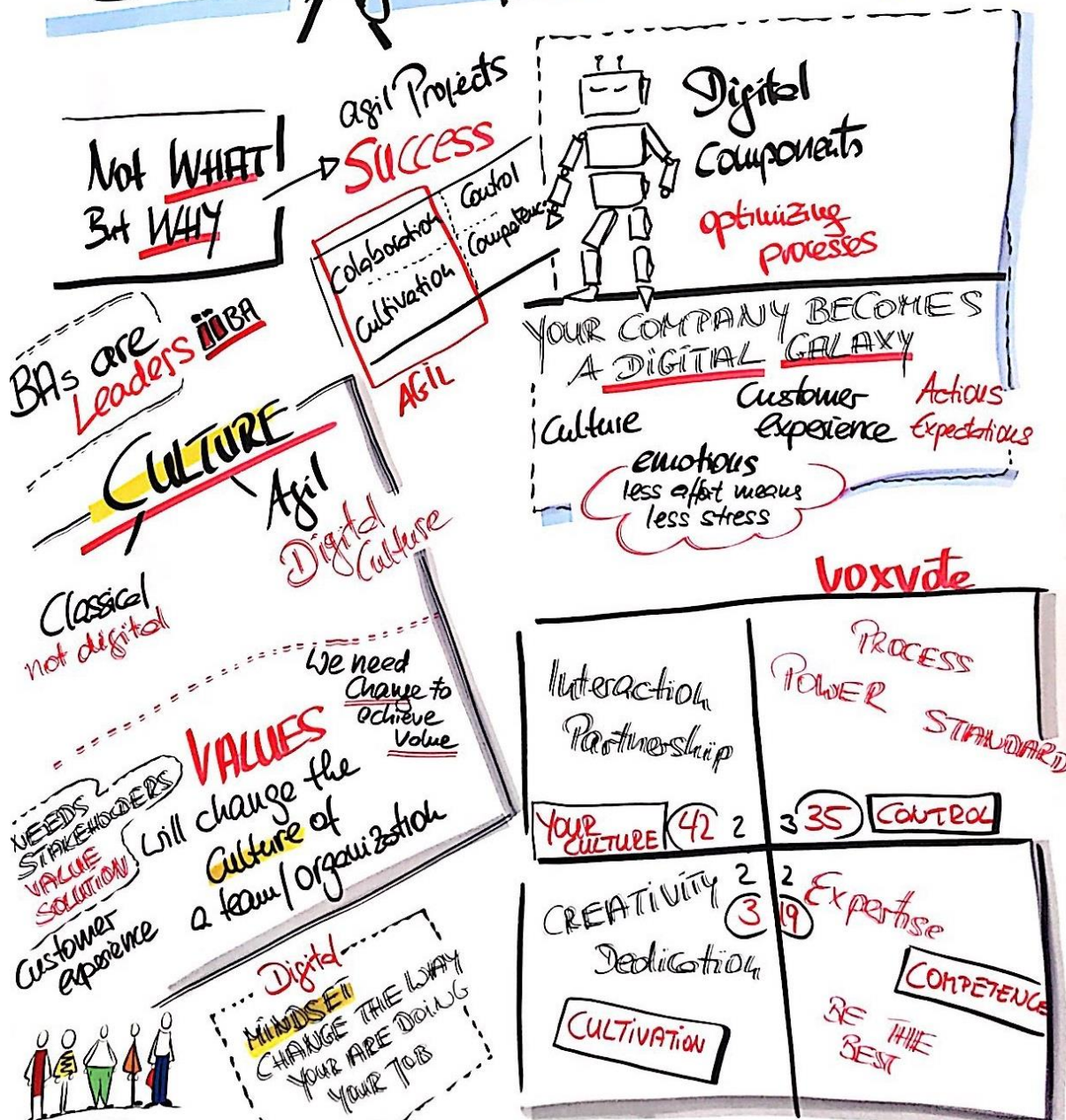
LinkedIn: [Aleš Štempihar](#)

1st European
Business
Analysis
Day



BROADER Agil Perspective

Alex Stempinar





THE HUGE GAP BETWEEN HOW PEOPLE BELIEVE PROCESSES RUN – AND HOW THEY ACTUALLY RUN

Der 46jährige diplomierte Betriebswirt aus dem Großraum Frankfurt ist mittlerweile 7 Jahre als Unternehmer im Bereich Process Mining unterwegs. Dieser Erfahrungsschatz machte ihn national, wie international, zu einem der meistgefragten Speaker rundum das Thema IT-gestützte

RUDOLF KUHN

CEO ProcessGold AG

Prozessvisualisierung durch Process Mining. Medial steht Rudolf „Rudi“ Kuhn ebenfalls, als Experte, Rede und Antwort. Rudolf Kuhn wurde deshalb 2017 redaktionell u.a. vom T3N Magazin als Experte rundum die Chancen und Erfahrungen mit Process Mining zurate gezogen.

2016 fusionierte sein vom Ihm, im Jahre 2010, gegründetes Beratungsunternehmen mit der niederländischen Softwareschmiede MAGNAVIEW, welche sich über mehr als ein Jahrzehnt als Spezialist für branchenspezifische Business Intelligence Lösungen einen Namen machte. Diese Kombination aus Consulting- und Entwicklungserfahrung ergab die Vision, als gemeinsames Unternehmen, die flexibelste und leistungsfähigste Process Mining Software der Welt zu produzieren. Die Software und das Unternehmen namens PROCESSGOLD erlangte, innerhalb kürzester Zeit nach Fertigstellung, maximale Aufmerksamkeit und Projektreife bei Unternehmen wie u.a. Ernst & Young, AEGON oder auch ING-DIBA

LinkedIn: [Rudolf Kuhn](#)

Website: <http://www.processgold.com>

1st European
Business
Analysis
Day



RUDOLF KÜHN

The huge  between  believe processes run and how they actually run

How to gain
transparency
in a digital world?



010101
011101
1000101
010001



We start with
unstructured
DATA

010010101
01000111
11100001

PROCESS
MINING



PROCESS GOLD

developed
by a
process

WHAT Cases (is) are involved
Mappings Processes
Claims Attributes
Timestamp

SAP MICROSOFT

270.000 SAP tables

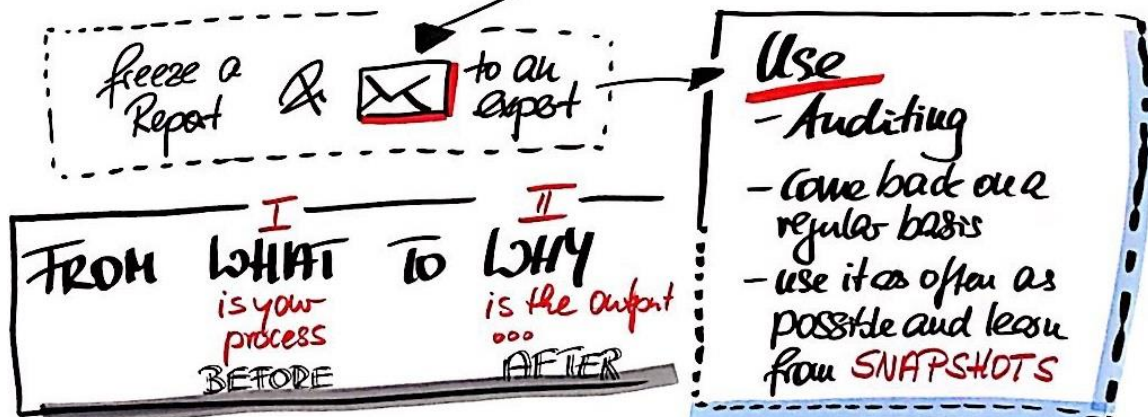
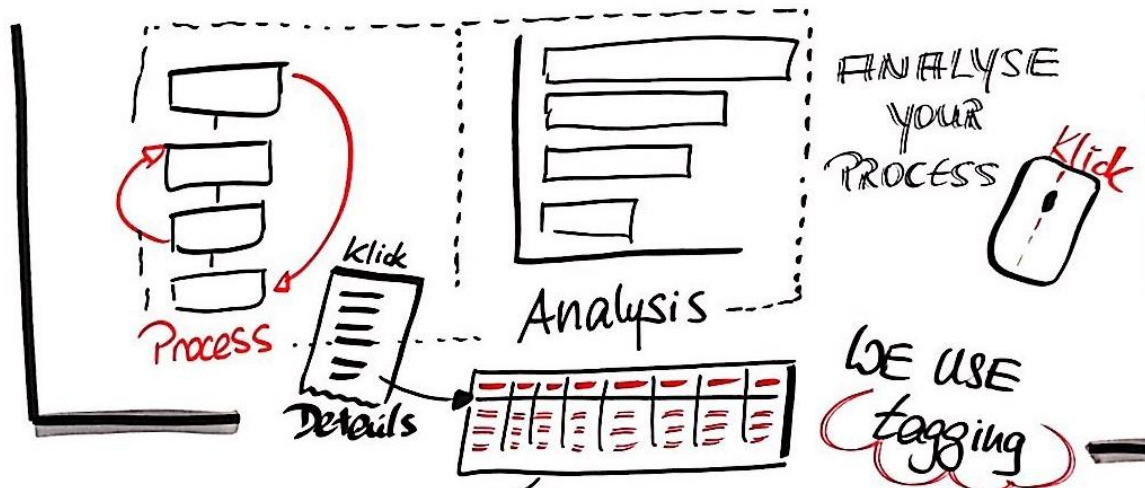
We need
Structured
DATA



Application I



1st European Business Analysis Day



Roles

IT & Security provides you with DATA





REQUIREMENTS, PROJECTS & CHANGES

Roland Gareis is managing director of Roland Gareis Consulting GmbH.

He consults national and international companies from numerous industries and industries on the topics of project and program management, change management, process management as well as business analysis.

Together with Lorenz Gareis, he published the book "PROJEKT.PROGRAMM.CHANGE" in April 2017, which replaces the classic "Happy Projects!" after 14 years.

PROF. ROLAND GAREIS

Managing Director Roland Gareis Consulting

Roland was chairman of PROJEKTMANAGEMENT AUSTRIA, university professor at the Vienna University of Economics and Business and academic director of the Professional MBA at the WU Executive Academy. He was awarded with IPMA Research Achievement Award in 2014.

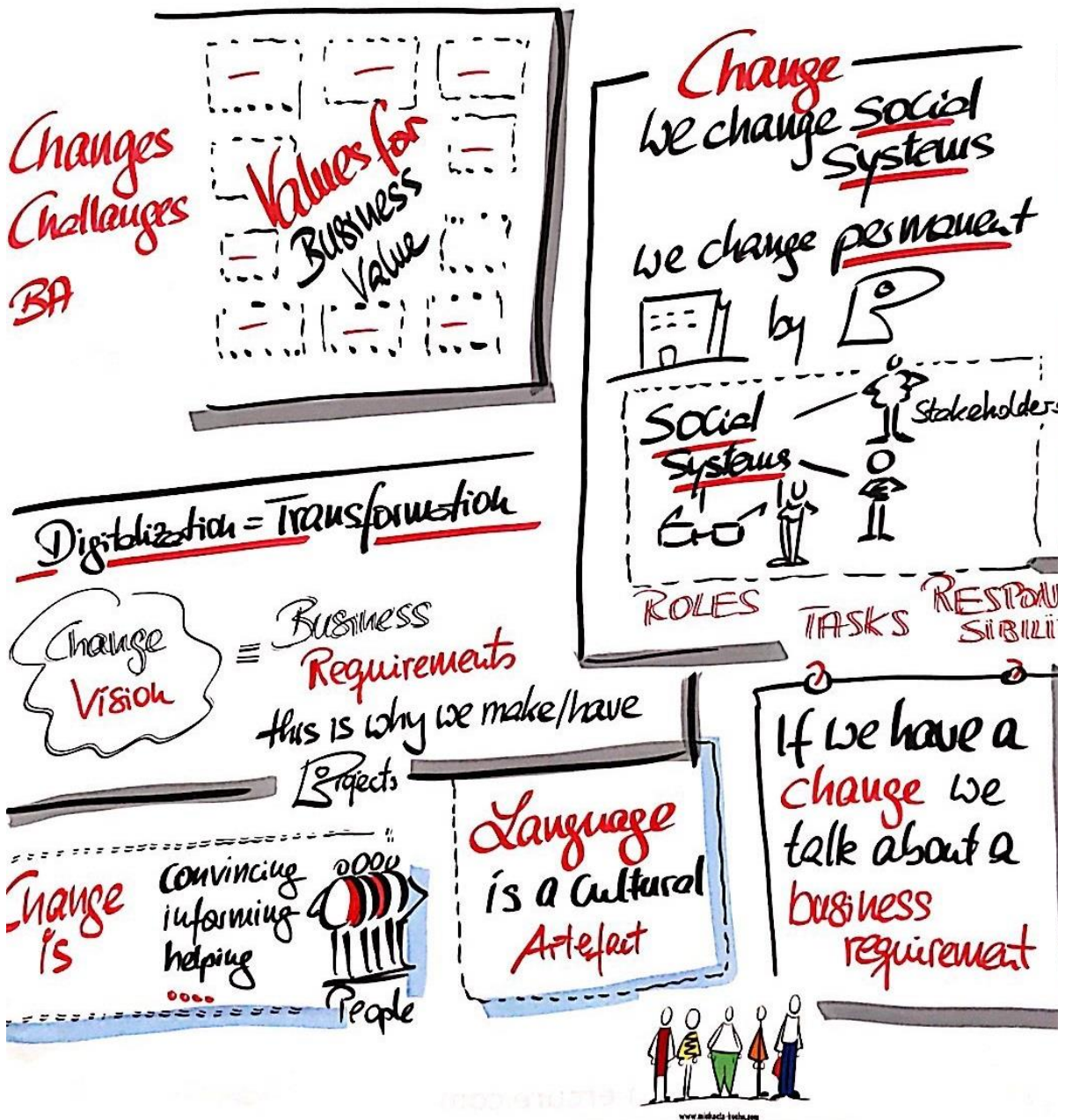
Website: <http://www.rolandgareis.com>

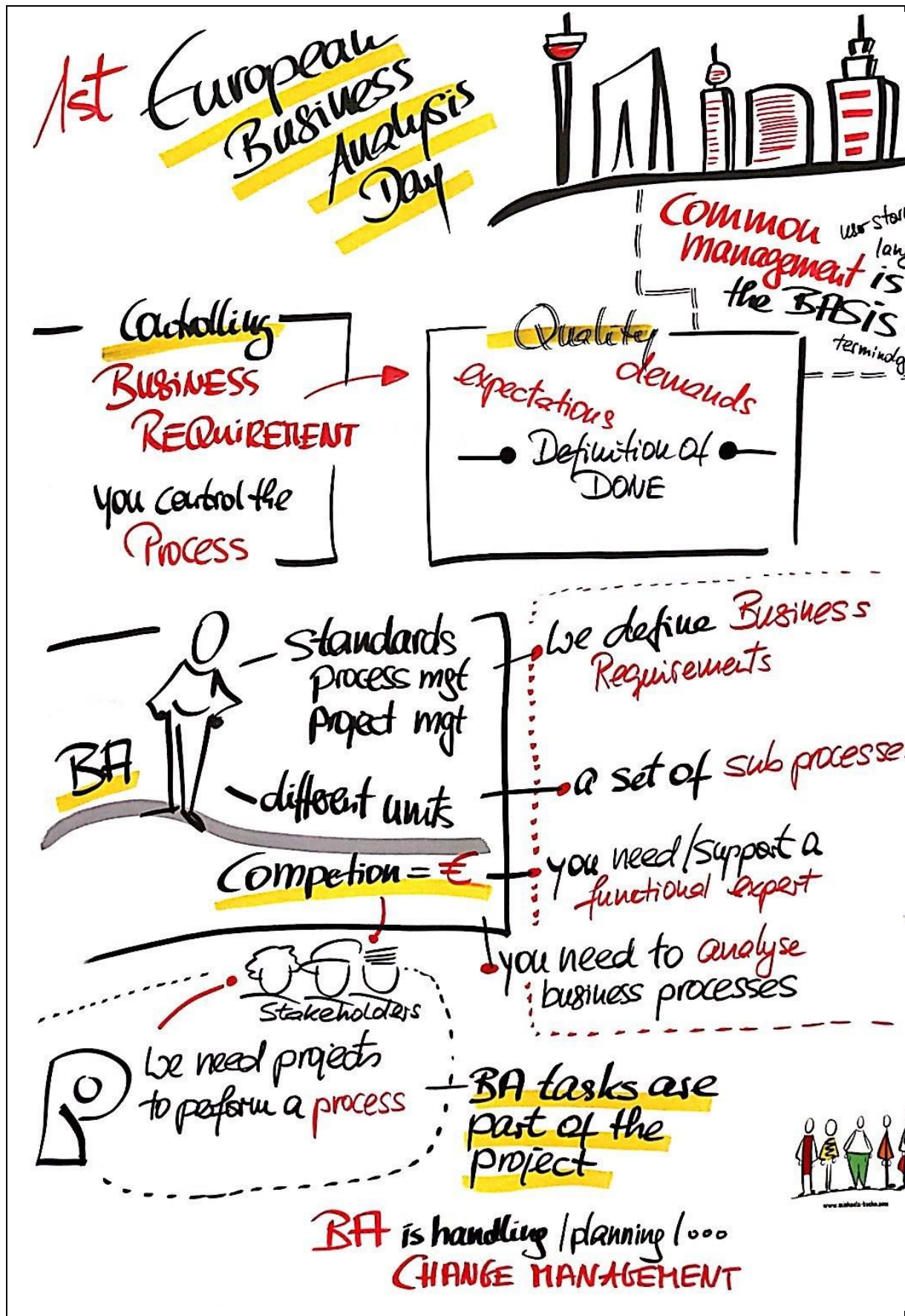
LinkedIn: [Prof. Roland Gareis](#)

1st European
Business
Analysis
Day
Roland Garros



Requirements, Projects & Changes







RÜDIGER SÜSS

Think Tank, DLR (German Aerospace Center)

“DOING THE RIGHT THINGS RIGHT!” - INTRODUCTION OF PROJECT PORTFOLIO MANAGEMENT

Ruediger Suess works in DLR – the German Aerospace Center at the Think Tank. The think tank was created in July 2017 and its task is to address long-term, strategic, complex, and interdisciplinary/cross sectional trends and questions based on data driven analysis. Ruediger’s role is to look at

these challenges and results from a strategical and innovation ecosystem point of view, regarding implications, opportunities but also strategic risks. Before that he was a project (portfolio) manager at the Strategy and International Relations department at DLR in various functions concerning corporate strategy, long term positioning, business development and inhouse consulting.

Ruediger started his career in consulting at Accenture (Financial Services) and CSC (B2B Aerospace & Automotive). He holds a diploma in Aerospace Engineering and a master’s degree in Strategic Management.

“Doing the right things right!” That is one of the main aspects of portfolio management. But how this translates into an institution or company while implementing it? The challenge of implementing project portfolio management is to look at the theory guidelines while executing it for a practical use. We look at the experiences in the implementation of project portfolio management at DLR – the German Aerospace center – from a best practice to a best adopted practice. The interfaces of project portfolio management and business analysis will also be considered from a view of a practitioner.

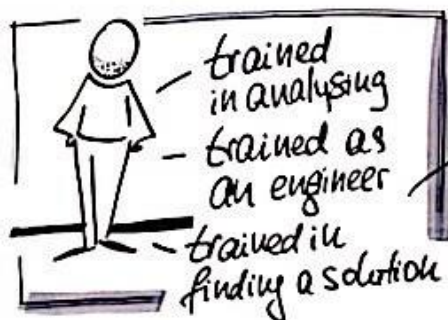
LinkedIn: [Rüdiger Süß](#)

1st European
Business
Analysis
Day



Rüdiger Süß

IT all started with a strategy



DON'T THE RIGHT
THINGS RIGHT

A project is an element
of CHANGE



Roles Tasks Quality
management

Lessons
Learned

WHAT FOR

vs

Why
What
How

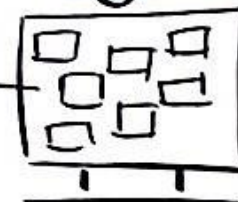
that's the
challenging
Question



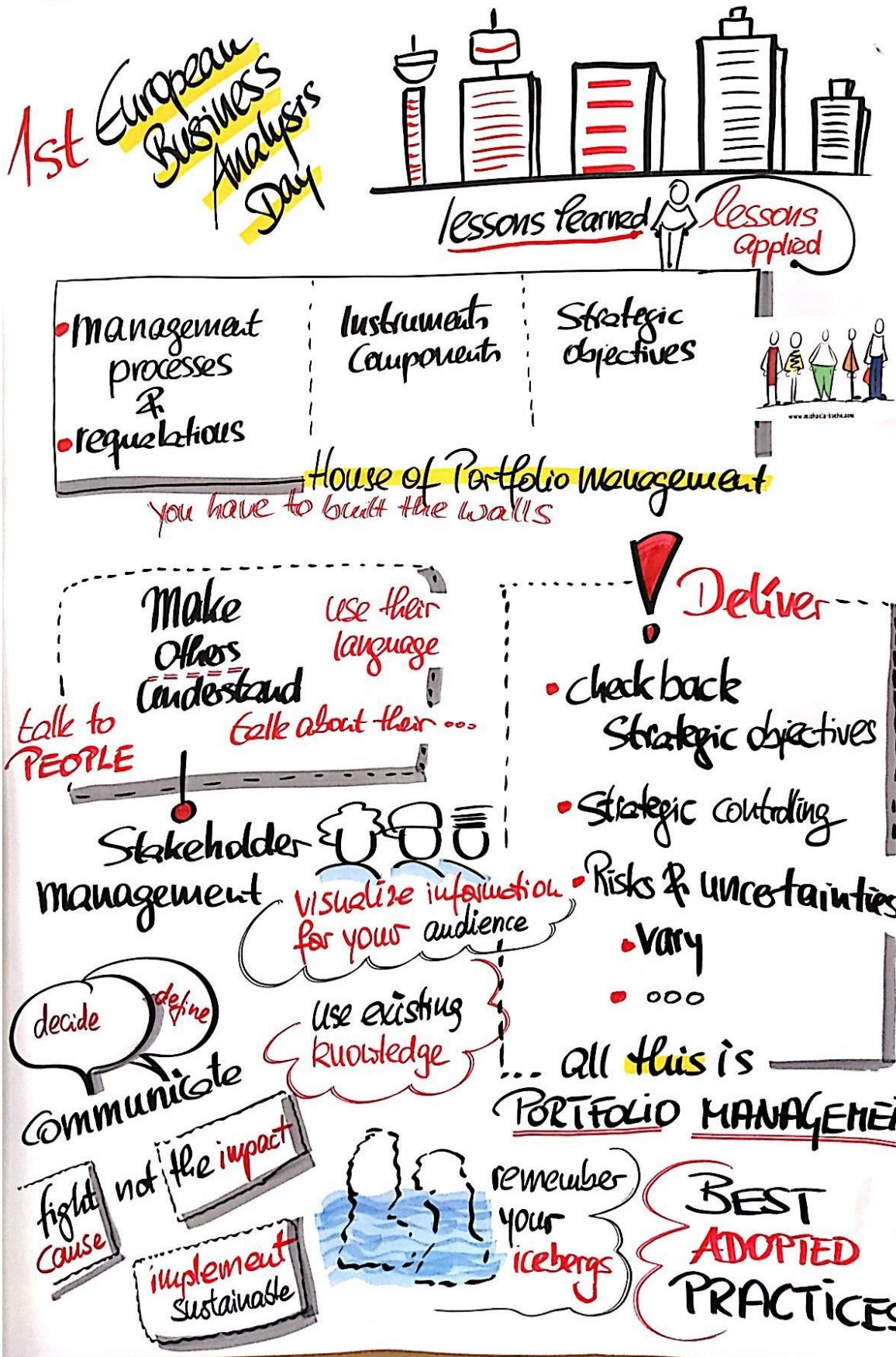
Portfolio Management is
Doing the right things right
with PROJECT

activities tasks actions Projects

At the
beginning



hard work
to focus
on the right
things





ELIZABETH LARSON

CEO and co-principal of Watermark Learning

Elizabeth has co-authored five books and chapters published in four additional books, as well as articles that appear regularly in BA Times, Project Times, and Modern Analyst. Elizabeth was a lead author on the BABOK® Guide 2.0, the PMBOK® Guide 4th and 5th editions, as well as the BA Practice Guide. She was also an expert reviewer on both the BABOK® Guide 3.0 and the PMI standard in Business Analysis.

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

Website: <https://www.watermarklearning.com/>

LinkedIn: [Elisabeth Larson](#)

5 CONCLUSIONS THAT WILL CHANGE YOUR THINKING ABOUT THE DIGITAL BA

Elizabeth Larson, PMP, CBAP, CSM is Co-Principal and CEO of Watermark Learning and has over 30 years of experience in project management and business analysis. Elizabeth's speaking history includes repeat keynotes and presentations for national and international conferences on five continents.

1st European
Business
Analysis
Day



Five Conclusions
that will change
your thinking
about the
digital BA

Elisabeth
Larson

Digital BA
= Strategic BA



BA & digital BA - similar but different

Translators needed

digital transformation

requires being agile

Organisations need help

Building digital trust

3 Differences

- Domain expertise
- degree of security required
- Stakeholders

AI will be more than a tool
AI will be our co-workers

Translator



NEEDS
VALUES
...

++/-+
---X

0100
11001

technical
Complexity

into

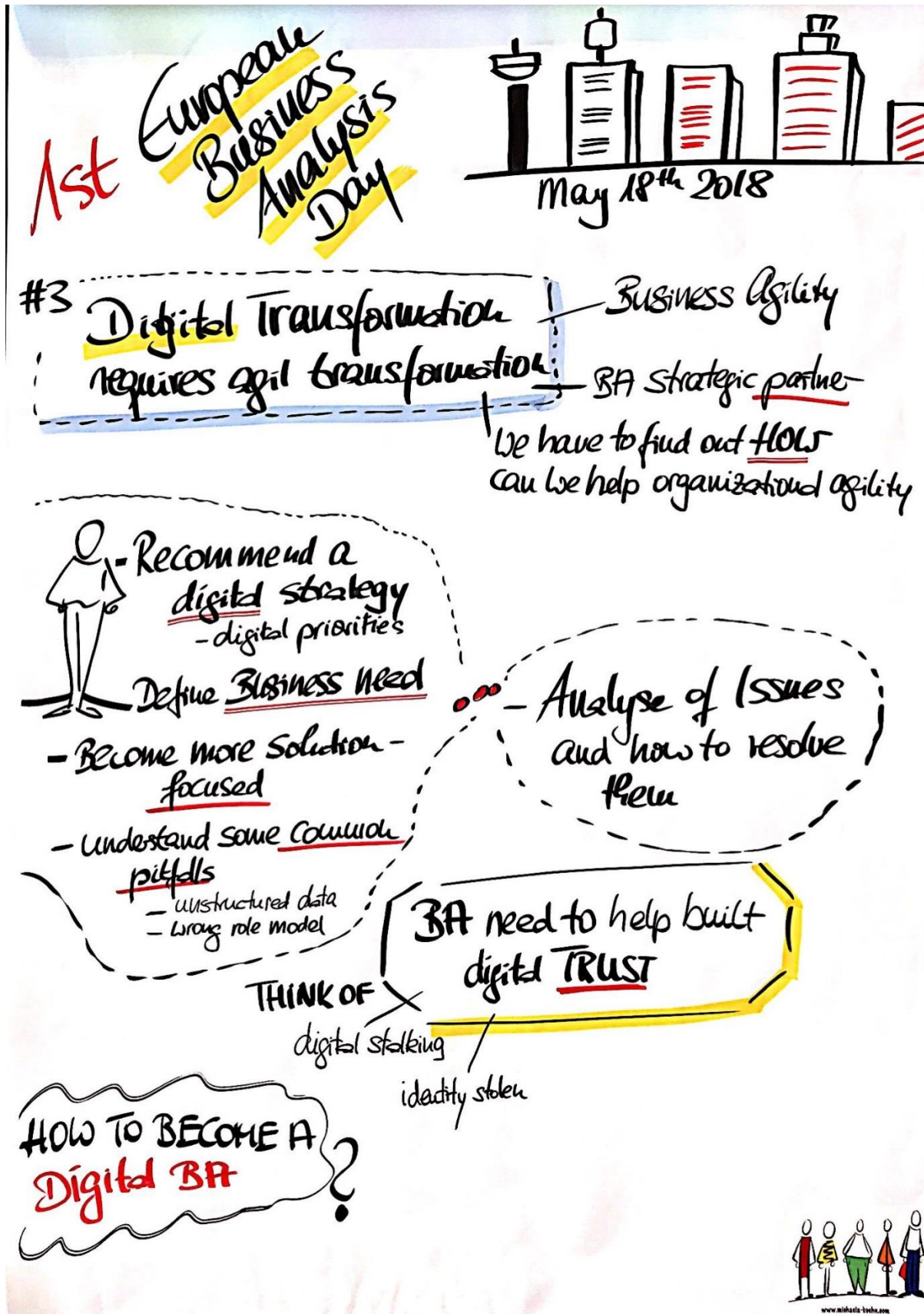
Business
Language

Translate

and explain the
impact



www.michaela-kuehn.com





MICHAELA KÜHN

M. A., PMP, PMI-PBA

TELLING STORY INSTEAD OF PRESENTING CONTENT

Michaela Kühn is an experienced coach, trainer and consultant for more than 20 years. She uses **graphical telling** to explain complex topics. She is an expert for: Business Analysis, Project Management and Requirements Engineering.

Instead of presenting slide by slide she draws stories, develops roadmaps and loves interacting with her students. By the way she doesn't define herself as a teacher, presenter or coach, she defines herself as a host. Let's us stick to that metaphor. You can compare a host to a hub. A hub or host is a connecting center; she uses graphical telling or visual facilitation to connect the dots between content and people.

Website: www.michaela-kuehn.com

Email: mk@michaela-kuehn.de

Instagram: [#kreativeBande](https://www.instagram.com/kreativeBande)

LinkedIn: [Michaela Kühn](https://www.linkedin.com/in/Michaela_Kuehn)