MEET THE HOSTS

The conference is hosted by masVenta 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.

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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

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First European Business Analysis Day
May 18th, 2016

Managers without boarders
Active in 30 countries

#SocialHolidays

Is it possible to live without boarders?

Real boarders
Artificial boarders

Managers against poverty

Acting instead of talking

Deliver benefits

Sustainability think inside out
We believe in solidarity

Ways to engage
Companies helping people to help themselves

Manager young leaders

Business hub
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.

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LinkedIn:  Hamza Kichouhi

GERALD ADAMIK
Project Manager and Agile Enthusiast at Uniper Global Commodities

HAMZA KICHOUI
Lead/Principal Business Analyst at Uniper Global Commodities
BEING AGILE RATHER THAN DOING AGILE

Gerald Adams

Rhonda Kichushi

WHAT WE CONCENTRATED ON OUR OIM APPROACH

NEW FRAMEWORK

NEW TOOLS

LEARNING START

PRINCIPLES

VALUES

IS IT A TREND?

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1st European Business Analysis Day

Mindset - Agile Culture
How we will do it
Agile Tools & Practices
Communications
Identify the fitting value

You cannot start with a Big Bang

Spirit

Business Values

Team Culture
Company Culture

Individual Challenges
Project Type

Team Spirit is the secret

We started being AGILE

Failures are lessons learned

Best Practice for things we are very good at

Innovative new topics high complexity

Mix
Hybrid

Everything is a User Story

Creativity
Esteem
Work to rules

Different kind of MM people

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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.

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1st European Business Analysis Day
May 18th, 2018

Broader Agile Perspective

Not What But Why

Digital Components

Your company becomes a digital galaxy

Customer Experience

Emotions
Less effort means less stress

We need change to achieve value

我们需要更改以实现价值

Values

Customer experience will change the culture of a team or organisation

Digital

Change the way you are doing your job

Process

Power

Standard

Interaction Partnership

Your Culture

Creativity

Expertise

Culture

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

RUDOLF KUHN
CEO ProcessGold AG


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Website: http://www.processgold.com
1st European Business Analysis Day

May 18th 2018

Rudolf Kühn

The huge difference between what processes run and how they actually run.

How to gain transparency in a digital world?

We start with unstructured data.

Developed by a process.

Process Mining.

Process Gold.

What cases, causes, and claims are involved?

Attributes.

We need structured data.

Application.

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ANALYSE YOUR PROCESS

Process
Details
Analysis

Use
Auditing
- come back on a regular basis
- use it as often as possible and learn from snapshots

FROM WHAT TO WHY
is your process before

I

II

is the output after

Freeze a Report & to an expert

Use
Auditing
- come back on a regular basis
- use it as often as possible and learn from snapshots

Rules
- IT & Security provides you with data

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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.

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1st European Business Analysis Day

Roland Gareis

May 18th, 2018

Requirements, Projects & Changes

Values for Business Value

Change

Social Systems

We change permanent

by

Roles

Tasks

Responsibilities

Change is

Informing, Helping

People

Language is a Cultural Artifact

If we have a change, we talk about a business requirement

Distribution = Transformation

Change Vision

This is why we make/have Projects

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1st European Business Analysis Day

**Catering**

**Business Requirement**
You control the process

**Qualitative demands**
- Expectations
- Definition of DQVE

**Standards**
- Process mgmt
- Project mgmt
- Different units
- Competition = €

**BA**
- Stakeholders
- You need projects to perform a process

**BA tasks are part of the project**

**Change Management**

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

Rüdiger Süß 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. Rüdiger’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.

Rüdiger 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.

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1st European Business Analysis Day

May 18th, 2018

Rüdiger Süss

IT all started with a strategy

- Trained in analyzing
- Trained as an engineer
- Trained in finding a solution

Doing the right things right

A project is an element of change

Portfolio management is doing the right things right

CEO

In space there also exists a framework ISO 21.504

Roles, tasks, quality management

Strategies

Why, what, how

What for us

Lessons learned

That's the challenging question

At the beginning

Hard won to courage on the right things

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- Management processes & regulations
- Instrument components
- Strategic objectives

House of Portfolio management

- Make others understand
- Use their language
- Talk to people

Stakeholder management

- Visualise information for your audience
- Use existing knowledge

Communicate

- Fight cause not the impact
- Implement sustainable

Deliver

- Check back strategic objectives
- Strategic controlling
- Risks & uncertainties
  - Vary
  - ... all this is portfolio management
  - Best adopted practice
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.

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Five Conclusions that will change your thinking about the digital BA

Michaela Kühn
PMI-PBA / PMP Expertin

Elisabeth Larson

Digital BA = Strategic BA

3 Differences
- Domain expertise
- Degree of security required
- Stakeholders

BA & digital BA - Similar but different

Translators needed
Digital transformation requires being agile
Organisations need help
Building digital trust

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

Translate technical complexity into language
Translate and explain the impact
#3 Digital Transformation requires agile transformation

- Business Agility

- BA Strategic Partner

- We have to find out HOW can we help organizational agility

Recommend a digital strategy
- Digital priorities

Define Business Need
- Become more solution-focused
- Understand some common pitfalls
  - Unstructured data
  - Wrong role model

Think of digital stuttering
- Identity stolen

Analyse of issues and how to resolve them

BA need to help build digital trust

How to become a digital BA?
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.

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