



INCREASE
the value that business
analysis can deliver to
your organisation!

It all starts here.

SDC

Software Development Conference

**TRANSFORMING
ANALYSIS**



Professionals like you attend
Software Education conferences.



Hands-on sessions - see how to apply
what you are learning right away.

THE 15TH ANNUAL SDC

Increase the value that business analysis can deliver to your organisation!

Keynotes, sessions and workshops at SDC Transforming Analysis focus on the:

- Transforming activities of business analysis
- the transforming role of business analysts
- positive ways your analysis can transform business.

Here you can find forward-thinking insights and in-depth, practical solutions to issues facing business analysis today.

“Fabulous conference, high calibre of speakers, learnt heaps.”

Rebecca Hopkins, Suncorp (SDC 2010)

YOUR INTERNATIONALLY RECOGNISED EXPERTS



KENT J. MCDONALD
Knowledge Bridge Partners (USA)



NIGEL DALTON
Deputy Director, Digital, Lonely Planet (AU)



STEVE ADOLPH
Agile Coach, Rally Software (USA)



JOHANNA ROTHMAN
Rothman Consulting Group (USA)

DAY ONE, MONDAY 21 MARCH

9:00-10:10		CREATING AN ADAPTABLE LIFE Johanna Rothman Rothman Consulting Group (USA)	Change happens to us all the time. For some moving to Agile it can feel like a 2 by 4 that connects with your head! How do you adapt to ensure continued success? Johanna discusses how you can use change to your advantage and make choices that can work for you and your organisation.
10:10-10:30	Refreshment break		
10:30-11:30		AGILE GROWS UP Steve Adolph Agile Coach, Rally Software (USA)	There is little guidance for scaling Agile methods and this often leaves projects floundering as they re-invent and re-discover the practices to support their growth. Steve will offer you an approach to adapt and grow your methods that mitigates over-burden issues.
11:30-11:50	Recharge break		
11:50-3:10 (Incl Lunch 1:00-1:50)		STREAM 1 WRITING GOOD USER STORIES: THE KEY TO DEFINING AGILE REQUIREMENTS Shane Hastie Chief Knowledge Engineer, Software Education (NZ)	Poor stories result in poor understanding of customer needs and can burden your projects with unnecessary churn. This hands-on workshop gives you tools to overcome these issues. Learn key techniques for identifying User Stories, the difference between Stories and Epics and when to use them, how to use INVEST criteria and just what are the "Three C's".
- OR -			
11:50-3:10 (Incl Lunch 1:00-1:50)		STREAM 2 KEEPING YOUR NECK: PRODUCT OWNER SUCCESS STRATEGIES Steve Adolph Agile Coach, Rally Software (USA)	So what are the skills and strategies of great Product Owners? Using a set of exercises, simulations and reflection you'll look at what it takes. You'll learn about Babies and Bathwater, Going Dark, Boundaries and Being There, Grooming and more. Set yourself on the way to becoming a successful Product Owner.
3:10-3:30	Refreshment break		
3:30-4:20		IMPLEMENTING TRANSFORMATIONAL CHANGE IN A COMMERCIAL ENVIRONMENT Jenny Saunders Farm Systems Software Manager, LIC (NZ)	Jenny will provide a "real life experience" of the journey that LIC has travelled in changing from a traditional waterfall development methodology to adopting a combination of "Agile" approaches. Look at the difficulties and successes while you get hints & tips to help you on your way.
4:20-4:30	Recharge break		
4:30-5:15	SPEAKER PANEL On Analysis Transforming Join us for an open and frank look at how business analysis is transforming. Consider what you'll need to address in 2011. Includes updates on the Agile-extension to the Business Analysis Body of Knowledge® (BABOK®).		
6:30-8:00	Conference Dinner		
		CONFERENCE DINNER AND KEYNOTE Nigel Dalton Deputy Director, Digital, Lonely Planet (AU)	Entertaining and colourful Nigel will deliver a not-to-be-missed dinner keynote (dinner and keynote included in your booking).

DAY TWO, TUESDAY 22 MARCH

9:00-10:00		STRATEGICALLY SPEAKING: WHY ARE WE DOING THIS? Kent J. McDonald Knowledge Bridge Partners (USA)	Understand how your project supports the organisation's strategy. Help your team members understand this tie. Utilise that tie to guide day to day decisions on the project. Plus, what to do if you find yourself on a project that does not appear to align with organisational strategy, and how to add even more value by helping avoid this situation in the first place.
10:00-10:15	Refreshment break		
10:15-11:15		COLLABORATIVE LIFECYCLE MANAGEMENT - HOW IBM DOES AGILE Alan Kan Technical Manager, IBM Rational (NZ)	With over 1000 people using agile, plus 2000 trained, IBM has one of the largest Agile adoption programs in the world. I'll provide an overview on planning, tracking, build and testing and illustrate benefits from automated traceability and transparency to work effectively together on a large scale agile project.
11:15-12:00		"THE BUSINESS: DO I REALLY NEED TO TALK TO THEM?" Karina Irving Business Solutions Manager, Downer EDI Mining (AU)	"I don't need to be here for the business. If the specifications are documented incorrectly then that's not my problem." Gaining collaboration can be difficult. Based on a true story I'll share my tips and tricks that can get collaboration working.
12:00-1:00	Lunch		
1:00-3:30	 - OR - 	STREAM 1 KANBAN: DELIVERING FASTER THROUGHPUT - HOW IT WORKS Katrina McNicholl and Ron Gloag AMI (NZ)	We are all searching for the most effective way of delivering software. AMI have moved from waterfall through scrum and onto a lean approach using Kanban to show progress. Involve yourself in this interactive demonstration of how it works to deliver faster throughput with quality, balance and features prioritised.
1:00-3:30		STREAM 2 IS IT WORTH IT: USING A BUSINESS VALUE MODEL TO GUIDE DECISIONS Kent J. McDonald Knowledge Bridge Partners (USA)	One trait of an effective business analyst is the ability to ask the right questions. "Is it worth it?" is one "right" question that can be difficult to ask, let alone answer. Learn how to develop a business case in the form of a value model that can be used throughout the project to guide decisions and to make sure it is worth it!
3:30-3:50	Refreshment break		
3:50-4:50		WHO'S ON YOUR TEAM? Johanna Rothman Rothman Consulting Group (USA)	Getting the right people with the right stuff on your team can be hard. To get it right you may want to consider more than you think. Johanna will discuss issues to help you better define what you need and how to determine if a potential candidate has the right stuff to be on your team.
4:50	Conference close		

POST-CONFERENCE WORKSHOP, WEDNESDAY 23 MARCH

9:00-5:00		AGILE FACILITATION SKILLS Ellan Young Knowledge Engineer, Software Education (NZ)	Much of the work on Agile projects happens in group session so it's critical to learn how to participate in and run collaborative work sessions effectively. This workshop does just that! The bulk of the day is hands-on learning by doing. You'll cover aspects such as scoping, story identification, release and iteration planning and showcases, stand-ups and retrospectives.
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Learn more and book now at www.softed.com/sdc

Programme and timetable subject to change

WELLINGTON
21-22
MARCH 2011

SDC

Software Development Conference

TRANSFORMING ANALYSIS

Increase the value
that business analysis
can deliver to your
organisation!

LEARN AND DISCOVER:

- How you can build understanding of organisational strategy to better answer, "Why are we doing this?"
- insights from field reports by local practitioners
- strategies and guidelines to become a better product owner
- a smart way to smoothly scale Agile methods
- how to define the "right stuff" and get the right people on your team
- new opportunities for business analysts
- hands-on practice in the art of writing valuable user stories
- how to develop a value model business case that can quickly answer, "Is it worth it?" and more.

PLUS:

How to participate in and run Agile collaborative work sessions. The post-conference workshop: *Agile Facilitation Skills*, Wednesday 23 March 2011 (can be booked separately).

CONFERENCE FEES (plus GST):

Two day conference only fee: \$1990

Group Discount: Free 5th. No conference fee for every 5th person attending from the same organisation.

Post-conference workshop fee: \$990. Save \$200:

When you also attend the two day conference, \$790

YOUR CONFERENCE BOOKING INCLUDES:

- The full two day conference, lunch, refreshments and dinner



- a copy of the 5 star book *"Stand Back and Deliver: Accelerating Business Agility"*

- full session notes and a smart business compendium

- 50% off *Working Effectively with Distributed Agile Teams*, Sydney 28-29 March 2011

- practical tips, tools, techniques and advice from internationally recognised experts and local practitioners you can put to use right away!

Book your places online: Go to www.softed.com/sdc click on 'Book Now' in the menu bar and complete the easy registration.

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