

Stories and Storytelling in Business

January 21 2020



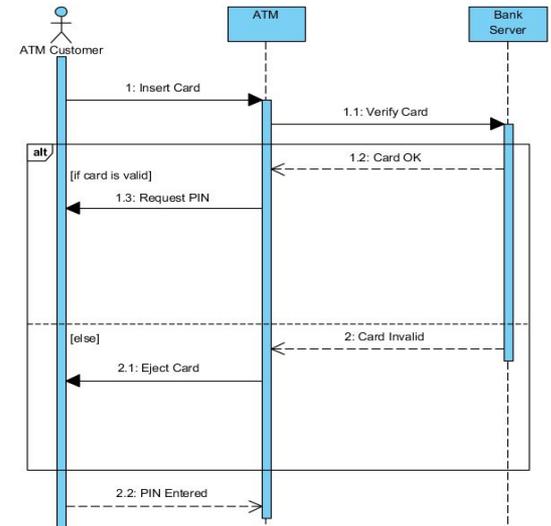
What Technique Am I?

CLUES

1. Like the “telephone game”, but prettier.
2. UML sets the standard.
3. “Who Wants to Be a Millionaire” has these too.

Answer:

Sequence Diagrams



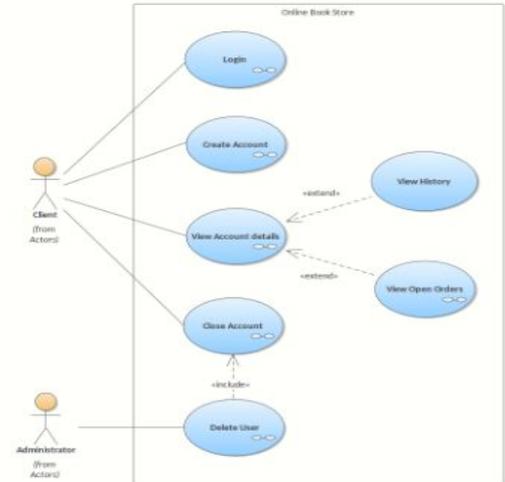
What Technique Am I?

CLUES

1. You may wish to describe me, but let's start with a picture.
2. To say that my relationships are complicated is bit of an understatement!
3. I'm so simple that even a child could draw me.

Answer:

Use Cases and Scenarios



Early Bird
pricing
ends on
February 29!

iIBA® Ottawa-Outaouais
Chapter presents



CAPITAL BA DAY

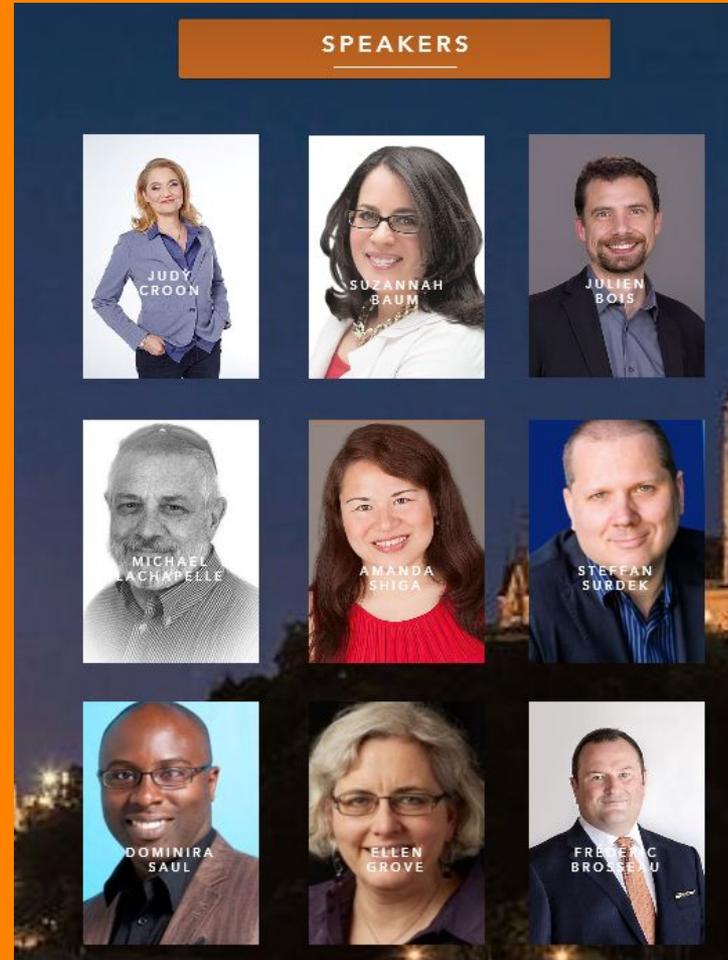
BUSINESS ANALYSIS IN THE DIGITAL TOMORROW

**APRIL 24, 2020
OTTAWA, ON**

Capital BA Day Conference Updates

A dedicated conference website:
<https://www.capital-ba-day.ca/>

- Speakers (opening keynote, a variety of best industry topics, ending keynote)
- Call for sponsors + sponsorship packages
- More information about the conference
- Location



**Early bird ticket price
on sale for \$199 until
Feb. 29th.**

Sign up to save 20%.

A great opportunity to attend insightful presentations, invaluable networking, expand your knowledge, learn new techniques, get to know new people, enhance your own work, ask presenters questions about their work, as well as professional development credits for those who need to maintain or acquire a new certification.



The image shows a screenshot of a website for an event. The background is a dark blue image of a building at night. The website has a white navigation bar at the top with links: HOME, ABOUT, SPEAKERS, WHEN/WHERE, SPONSORS, CONTACT US, and REGISTER NOW!. Below the navigation bar is a dark blue banner with a white starburst graphic on the left that says "Early Bird pricing ends on February 29!". The main content area is a dark blue rectangle with white text. It features the IIBA logo and "Ottawa-Outaouais Chapter presents" at the top. Below that is a white line-art icon of a building. The main title is "CAPITAL BA DAY" in large white letters, followed by the subtitle "BUSINESS ANALYSIS IN THE DIGITAL TOMORROW". The date and location are listed as "APRIL 24, 2020" and "OTTAWA, ON". At the bottom of the banner is a blue button with white text that says "Register Now!".

HOME ABOUT SPEAKERS WHEN/WHERE SPONSORS CONTACT US REGISTER NOW!

Early Bird pricing ends on February 29!

iIBA Ottawa-Outaouais
Chapter presents

CAPITAL BA DAY

BUSINESS ANALYSIS IN THE DIGITAL TOMORROW

APRIL 24, 2020
OTTAWA, ON

Register Now!

Conference program

(details about the agenda
will be published soon)

8:30 AM – 5:00 PM

- Continental breakfast
- Keynote speaker
- 4 presentations (2 parallel tracks)
- Lunch
- 4 presentations (2 parallel tracks)
- Ending keynote speaker
- In addition, we'll have breaks and opportunities to network, ask questions and meet people

Topics:

- BA competencies and techniques
- Communication skills
- Artificial intelligence & machine learning
- Cybersecurity
- User experience
- Agile



Business Data Analytics



- Big data and analytics is increasingly being used by companies to make informed business decisions
- There is a huge demand for business analysts with knowledge and skills in data analytics and data visualization
- IIBA is offering a new certification in Business Data Analytics (IIBA[®]-CBDA) to recognize these in-demand skills and competencies
- IIBA-Ottawa chapter is organizing a new BA trailblazer series on data analytics introducing the business data analytics tools and techniques

BA Beginnings Trailblazer



Wed, 29 January
2020
5:30 PM – 7:00 PM



- This series is for new Business Analysts to connect in a collaborative environment
- Use business analysis tools and techniques to share their current experiences, gather topic ideas, and map out the steps
- Grow their new careers in business analysis.

Contact:

J-P at secretary@iiba-oo.com

Matt at matt.james@iiba-oo.com

HICHEM BOUSLAMA

DEPUTY, COMMUNICATIONS

Hichem Bouslama, CBAP®, Business Analyst with 20 years of experience in the IM / IT industry.

Hichem obtained a Bachelor of Science in Computer Science in 1999 and immediately began his career in the IT field as a programmer analyst. Started his career as a business analyst in 2009. Has had several experiences in several fields in the private and public sector, and has played various roles in the delivery of numerous multi million dollars IT projects.

Obtained a certificate in project management in 2012 at Villanova University and worked as a project manager / business analyst for a couple of years. In December 2015, joined the University of Ottawa as a business analyst. Incorporated his company in August 2016 and since then, he has been working as a business analyst consultant for the federal government of Canada.

Hichem obtained his CBAP® certification in 2017.

Hichem can be reached via e-mail at: hichem.bouslama@iiba-oo.com



ANDRÉ
ACHE

DEPUTY, MARKETING -- MARKET RESEARCH

André is a Business Analyst with +5 years of experience helping businesses to improve their internal processes and developing new products throughout technology and innovation.

In his current position at Shopify, André is responsible for supporting the growth of international merchants, especially in Portuguese-speaking countries.

With a BBA in Marketing, he volunteers as the Deputy to the Chapter's VP Marketing and is excited to help to build an even stronger Ottawa-Outaouais business analyst community.

André can be reached via e-mail at: andre.ache@iiba-oo.com



**CHINYERE
UBANI**

DEPUTY, MARKETING – OUTREACH

Chinyere has over 10 years of experience working in banking and the financial services industry, in different roles as a financial analyst, business analyst and a credit risk manager. She also has experience in Sales and Marketing having worked part time with a consulting company as a business development manager for 5 years. She has an MBA (Finance) from Lagos Business School of Pan Atlantic University in Nigeria and holds an Advanced Diploma in Business and Applied Accounting from Association of Chartered and Certified Accountants (ACCA) in England, UK.

Chinyere intends to further explore the business analysis profession in Ottawa. She loves to meet people and her passion is to create value by solving complex business problems. This in addition to her drive for excellence, drew her to IIBA Ottawa-Outaouais Chapter. She is a strategic thinker, with excellent analytical skills.

Chinyere can be reached via e-mail at: chinyere.ubani@iiba-oo.com



**MARIAN
EKE**

DEPUTY, PROFESSIONAL DEVELOPMENT

Marian is a result-oriented Business Analyst with over 10 years of experience in business management and leadership roles.

She finished her Bachelor's Degree in Economics and Law Studies from Carleton University and is currently working as a Business Analyst/Delivery Manager in the software industry. She has the pleasure of working with Enterprise clients from around the world in order to build and enhance their customized Case Management Software solutions.

She is also a dedicated team builder and facilitator who motivates and leads cross-functional teams in Software Development and Telecommunications.

Marian can be reached via e-mail at: marian.eke@iiba-oo.com



**MICHELLE
GRANDCHAMP**



DEPUTY, COMMUNICATIONS

Michelle is a graduate of Public Relations at La Cité college, and has had experience in working for environmentally targeted organizations such as Parks Canada and Quinte Conservation, a conservation authority in Eastern Ontario.

She currently works for the women-oriented non-profit organization, Women's Economic Council, as the Official Languages Project Officer.

She is supporting the Vice President of Communications in the role of Deputy of Communications.

Her career ambition is to work in an organization that shares her values of environmentalism, teamwork, integrity, and hard work.

Michelle can be reached via e-mail at: michelle.grandchamp@iiba-oo.com



**DANIELLE
ROBERT**

DEPUTY, MEMBER SERVICES - VOLUNTEER ENGAGEMENT

Danielle is a Senior Business Analyst with the Canadian Red Cross within the Centre of Excellence for IS Delivery. She has over 20 years of experience working in non-profit organizations with the delivery of IT projects - namely education and the humanitarian sector.

Danielle is passionate about Business Analysis and has extensive experience gathering and analyzing requirements, working with highly collaborative teams, conducting workshops and interviews, end-to-end documentation and documentation analysis & synthesis. Danielle is dedicated to customer service excellence, delivering exceptional value and continuous improvement.

At the IIBA O-O, Danielle is responsible for volunteer engagement, and she may be reached via e-mail at: danielle.robert@iiba-oo.com.

Networking and Recruiting Event

January 2020

Event Stats

Agencies	6
Reps	10
Candidates	31



Ron Gagnier is a champion of customer experience, product design and design thinking.

He has worked in the design studios of IBM, started the design program at Halogen Software, been a design consultant with start-ups and enterprise companies for more than 20 years.

Ron has observed that sometimes organizations struggle to apply design effectively.

- The when, why and how of storytelling in product strategy
- How stories can improve the communication within teams
- How stories improve the accuracy of requirements
- How storytelling can improve your practise as a Business Analyst



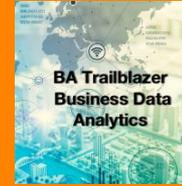
Ron Gagnier

Thank
You



Upcoming Events

22 January 2020
BA Trailblazer
Business Data Analytics



January 2020
BA™ | CCBA® | CBAP® Study Group C
Strategy Analysis

29 January 2020
BA Trailblazer
BA Beginnings



February 2020
Skills Workshop
Techniques in a Day

Upcoming Events

18 February 2020

Tim Pinet

Cloud Computing
Cloud 101 and You!

