

Business Analysis **for** Product Owners & Managers

This **3-day** workshop provides insights, tools, techniques and best-practices on how to identify customer needs & requirements; structuralize & prioritize solution design efforts; handle product development caveats; realize benefits and develop a business case. An essential **Business Analysis** toolbox for every **Product Management Professional**.

February 24-26, 2020

Hotel & Congress Center Antunovic Zagreb, Croatia

Presented by **Bart Bernink CBAP, PMP**



Course Take-aways:

24 PDU



First time in Zagreb!!

Who should Attend?

- Product Owners
- Product Managers
- Business Analysts
- Scrum Masters
- Project Managers & Team Leaders
- Program Managers
- Solution Architects
- Systems Architects and Designers
- Systems Testers and Analysts
- Business Customers, Users Partners
- Anyone else involved in UX

Seminar Focus:

- Understand the scope of the role of product owner and how to apply it
- Perform business realization management immediately
- Identify the business needs and create a winning solution design
- Realize the importance of a functional design when managing the solution development
- Conduct and support the requirements elicitation process
- Recognize how to successfully implement the solution in the organization

Business Analysis **for** Product Owners & Managers



Overview

In recent years, the role of the Product Owner has been evolving from the “Voice of the Customer” more towards the “Voice of the Business”. In doing so, it became inevitable for the Product Owner to be involved and quite often perform the role of the Business Analyst before, during and after the product development and product implementation. Some argue it “should” be that way, while others maintain a more reserved stance, where the two roles are strictly separated. It is the degree of separation and collaboration that many professionals have different views about.

This seminar examines various possible scenarios of collaboration between the PO and BA, using real-world examples of best practices for each of those scenarios.

Common BA and PO Roles and Focus

Common BA and PO Roles and Focus



Business Analysis for Product Owners & Managers



Overview (cont.)

Recent analysis and research shows nonetheless that a contemporary Product Owner, operating in an Agile environment is – at high level – responsible for building the business case and thereof ensuring that the solution (development) stays aligned with the product roadmap and business goals.

When assigned to the Project Team, the Product Owner will work closely with the team on each phase of the design process, from developing requirements, designing solutions and its features, testing the solution, to ultimately realizing benefits.

Consequently, the Product Owner is responsible for ensuring that the designed solution provides value to the both the customer and the organization, all while staying in line with the vision of the product.

This seminar demonstrates how this is done in practice, providing concrete tools, techniques, tips, templates and examples.

Successful Product Owner will have a clear vision of the whole project and analytical skills to help with reflection on the progress being made. Its skill-set would include the following:

- Backlog prioritization
- Eliciting requirements
- Analyzing and communicating findings
- Prioritizing outcomes
- Analyzing the needs of the stakeholders
- Creating the business cases
- Designing a solution, defining features and user stories
- Facilitating the work of the team
- Actively seeking feedback from the customer
- Benefits management skills to create realistic business case and update the business case at the end of each release
- Facilitating skills for a conversation about what is being done and what should be done differently using the findings provided
- Defining acceptance tests strategies and acceptance criteria
- Change management skills to successfully implement the solution in the organization

Business Analysis **for** Product Owners & Managers



Daily Agenda at a glance

Throughout this **3-day workshop**, each participant will acquire various Business Analysis skills, required for the Product Owner to successfully manage the “Business View” activities throughout the entire Product Development process.

Day 1 · Monday · February 24, 2020

- Why does a Product Owner needs Business Analysis skills
- Business Analysis skills & collaboration scenarios
- Types of Requirements
- Business Strategy Analysis & Management

- Process Modelling
- Use-case Modelling
- Data Modelling
- Performing acceptance testing
- Workshop closure

Day 2 · Tuesday · February 25, 2020

- Needs Analysis
- Benefits Management
- Business Case development
- Managing Benefits during Project
- Solution Design

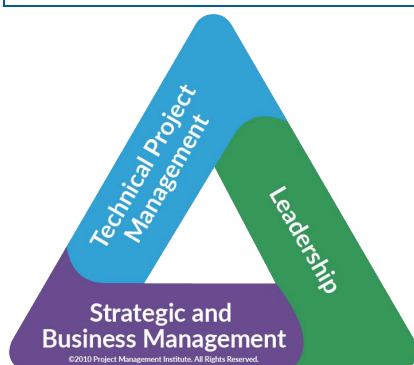
Who should attend this workshop?

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- Anyone else involved in UX

Day 3 · Wednesday · February 26, 2020

- Tools and Techniques to Elicit Product Requirements

CREDENTIAL	PMP	PgMP	PfMP	PMI-ACP	PMI-PBA	PMI-RMP	PMI-SP
Technical Project Management	2	2	2	2	6	0	0
Strategic & Business Management	12	12	12	12	12	12	12
Leadership	6	6	6	6	6	6	6
PDU Total	20	20	20	20	24	18	18



Business Analysis for Product Owners & Managers



Seminar Leader



Bart Bernink, PMP, CIPM, MPM, CBAP, an independent senior business improvement consultant/trainer since 1994, has more than 35 years' experience in Project / Program / Portfolio Management, Business Analysis and Business Improvement.

He worked for various leading companies in the Netherlands, Belgium, UK and the USA. Mainly in the IT department, Project Management Office and Business Improvement/Change Management Office.

Specialist in aligning IT to support new or revised business strategies, Bart managed large fixed price projects in E-commerce, financial, airline and governmental organizations. He worked as a project and program manager for Philips, KPN, Rabobank International, KLM, ABNAMRO, Proximus, Shell, ING, Digital Equipment and Microsoft. Bart's current clients list include: Zadco (UAE), Shell, Barclays, HSBC(UK), Chevron(Angola, Kazakhstan), Rabobank Group, Etisalat Nigeria, Bpost(Belgium), Steedin, Vestada, Global Knowledge, ESI International Europe, Rio Tinto Guinee, Cisco, Kasbank, T-systems, Microsoft, KLM, Barclays Capital(UK), RASGAS(Qatar), ITA(Oman).

Since 2004 he is involved in introducing Agile development approaches for leading companies in Holland, Belgium and the UK. Not only in banking, oil and airline organizations but also with governmental departments. The solution development was done by 3 to 4 teams working parallel. For some teams played the role of Scrum Master. Based on his practical experience Bart helps organizations to improve their project management and business improvement skills via on-the-job coaching and/or delivering workshops. Helped organizations to professionalize:

- Business analysis by introducing Change Management Organization within companies. Result was less projects were challenged (39% down to 0%)
- Just In Time delivery, by introducing AGILE development approaches
- Project management by introducing state-of-the-art PMO organization, tooling and adjustment of existing project management processes
- Agile development

Since 2014, Bart has been delivering various workshops and seminars in Zagreb, organized by KTC International. He's most frequently visited seminars include:

Business Analysis Exam Prep
Advanced Preparation Workshop with Exam-Simulation for PMI-PBA® Exam
Advanced Preparation Workshop with Exam-Simulation for CBAP® Exam

This intensive workshop provides detailed and comprehensive insights into tools, techniques and later criticism of professional business analyst and prepares delegates to successfully pass two of the most sought-after professional certification exams in the field of Business Analysis (BA) – PMI-PBA and CBAP.

February 25-27, 2019 | Hotel & Congress Center Antares Zagreb, Croatia

Updated 2019 Edition

24 PDU

Workshop Focus:

- Learn candidate reactions
- Get knowledge gap analysis and the next steps
- Planning business analysis and reviewing the program
- Strategy analysis and the activities to be performed
- The professional business analysis approach
- Identifying, analyzing and documenting requirements
- Solution validation activities
- Techniques to be used by business analysts
- Showing similarities and differences between CBAP® and PMI-PBA® exam and how to get both right

Course takeaways include:

- BAACP version 3
- PBA Business Analysis Functional guidelines
- Complete PMI-PBA® / CBAP® certification exam prep software toolkit with over 700 exam questions and answers

KTC International

Business Analysis for Project Managers

This 2-day intensive workshop provides tools & techniques to bridge the gap between Project Management and Business Analysis to deliver successful, timely and profitable projects.

February 25-26, 2019 | Hotel & Congress Center Antares Zagreb, Croatia

16 PDU

Workshop Focus:

Understand the value of a business analyst role and how it connects Project Management and Business Analysis to deliver successful, timely and profitable projects.

Apply business analysis to project management to deliver successful, timely and profitable projects.

Learn how to identify, analyze and document requirements, create a business analysis plan, and how to use business analysis to manage project risks.

Appreciate the importance of a business analyst in project management.

Plan, execute and monitor business analysis activities to deliver successful, timely and profitable projects.

Consolidate all project management and business analysis activities to deliver successful, timely and profitable projects.

Look forward to the future of the project and business analysis roles.

Participants will experience the value of a business analyst role and how it connects Project Management and Business Analysis to deliver successful, timely and profitable projects.

KTC International

Business Analysis 2.0: Strategic Enterprise Analysis
For Project & Program Managers and Senior Business Analysts

This 2-day intensive workshop offers delegates with a set of advanced tools & techniques to successfully pass two of the most sought-after professional certification exams in the field of Business Analysis (BA) – PMI-PBA and CBAP.

September 21-22, 2019 | Hotel & Congress Center Antares Zagreb, Croatia

September 24-25, 2019 | Hotel & Congress Center Antares Zagreb, Croatia

16 PDU

Workshop Focus:

Perform customer requirements analysis

Identify business requirements for the organization

Model the BA, AS and IT for an enterprise architecture

Recognize the importance of model elements, data integration and business analysis

Plan for project implementation

Map the BA and IT architecture

Realize the importance of service-oriented architecture

Manage the project portfolio

Compare the components of a business architecture

KTC International

Business Analysis for Product Owners & Managers

To reserve your participation please complete the registration form and send it to operations@kctintl.com

PARTICIPANTS' INFORMATION				EVENT DETAILS – Please choose your event!	
Name				Business Analysis for Product Owners & Product Managers	
Job Title				February 24-26, 2020	
e-mail				Hotel & Congress Center Antunovic	
Name				Zagreb, Croatia	
Job Title				REGISTRATION FEES	
e-mail				Please mark the appropriate box!	
Name				Standard single delegate fee	€ 1,495 / delegate
Job Title				PMP/PMI-Member fee with 10% off	€ 1,345 / delegate
e-mail				Group 4+1 fee with 20% discount	€ 5,980 for 5 delegates (€ 1,196 average)
INDIVIDUAL EARLY-BIRD DISCOUNT AVAILABLE UNTIL JANUARY 31, 2020					
Name				Register now and receive 20% off	€ 1,196 / delegate
Job Title				GROUP EARLY-BIRD DISCOUNTS AVAILABLE UNTIL JANUARY 31, 2020	
e-mail				3+1 Free seat: Register 4 delegates now and save € 1,495 (25% discount)	€ 4,485 for 4 delegates (€ 1,121 average)
Name				4+2 Free seats: Register 6 delegates now and save € 2,990 (33% discount)	€ 5,980 for 6 delegates (€ 997 average)
Job Title				All above listed fees are gross . Discounts & Promotional Offers cannot be combined. In case of multiple discounts availability, the higher discount applies.	
e-mail					
REGISTERING ORGANIZATION				AUTHORIZATION	
Name				I certify that the above information is correct. I am aware of the prerequisites of the registration.	
EU VAT No.					
Street				Name	
City				Job Title	
Country		Post Code		Signature	
Phone No.				Date	
TERMS & CONDITIONS					
Hotel Accommodation & Airport Transfer					
Accommodation is not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our Special Corporate Rate. Please arrange the room reservation and airport transfer directly with the hotel.					
SALES CONTRACT					
This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and agreed in good faith.					
1. Fees: Registration fees are inclusive of all program materials, luncheons and refreshments, but exclude accommodation and travel expenses.					
2. Payment terms: Following the receipt of the registration form, the Client shall receive an electronic invoice within 2 business days. After an electronic invoice has been e-mailed to the Client, all payments are due within 5 (five) business days . All payments must be received before the commencement of the event. Fully paid registration fee is the precondition for attendance. The Organizer reserve the right to refuse admission if payment is not received on time. All payments must be made in Euros (€).					
3. Cancellation/Substitution: All cancellations must be received in writing prior to the commencement of the event. Provided the registration fee has been paid, there are two options: <u>Cancellation with substitution:</u> Transfer participation to a colleague at any time, free of charge. <u>Cancellation without substitution:</u> Receive a Credit Voucher for any future event* *Cancellation without substitution made 10 (ten) or less days before the commencement of the event is a subject to 20% admin fee. In case of a delegate No-Show without notice, Credit Voucher will not be issued. No refund, partial refund or alternative offer shall be made.					
4. Indemnity: While every effort is made to adhere to the advertised package, The Organizer reserves the right to change events dates, sites, location, omit event features or merge the event with another event as deemed necessary, with no penalty. In such situation, no refund, partial refund or alternative offer shall be made. In case the Organizer permanently cancels the event, for any reason whatsoever (including Force Majeure occurrence) and provided that the event is not postponed to a later date, nor is merged with another event, the Client shall receive a credit note for the amount that Client has paid to such permanently cancelled event, valid for up to 2 (two) years to be used at another event, organized by the Organizer. No refund, partial refund or alternative offer shall be made.					
5. Copyright: All intellectual property rights in all materials produced and distributed by the Organizer are expressly reserved and any unauthorized duplication, publication or distribution is prohibited without written permission of the Organizer.					