

Thursday, May 14th Morning Workshops (Choose one of three)

Seeing the Whole: Systems Thinking for Strategy and Outcomes

Business analysts are often asked to help turn strategy into execution, yet many initiatives still struggle to deliver meaningful results. A common reason is focusing too narrowly on requirements, processes, or individual metrics without fully understanding the larger system in which the work takes place.

This interactive 4-hour workshop introduces practical systems thinking techniques that help BAs step back and “see the whole”, i.e., how strategy, execution, behaviors, and outcomes are interconnected. Participants will learn how to define system boundaries, identify feedback loops, and recognize unintended consequences that can undermine well-intended solutions. Through hands-on exercises and facilitated discussion, attendees will practice reframing real business challenges from a systems perspective and identifying leverage points where analysis and action can create the greatest impact.

This workshop emphasizes application over theory and provides tools that can be used immediately to improve strategic alignment, avoid solving the wrong problems, and focus measurement on outcomes that truly matter to the organization.

By the end of this workshop, participants will be able to:

- Apply systems thinking to align business initiatives with strategic intent.
- Identify feedback loops and leverage points that shape execution and outcomes.
- Reframe requirements and success measures to focus on system-level outcomes.

Instructor: Bruce Gay, PMP; Astrevo Labs



Bruce Gay, PMP helps individuals improve their business skills, become better leaders, and achieve professional greatness. Bruce is a well-received speaker in the areas of design thinking, systems thinking project/program management, cross-team collaboration, and AI tools for projects, and has presented at regional and international conferences. For the past 15+ years, Bruce managed product teams that incorporated UX Design and Design Thinking methodologies into their product development processes. Bruce has over 25 years of project and program management experience across multiple industries. He has a Masters degree from The George Washington

University and a B.A. from the University of North Carolina Chapel Hill. Bruce currently runs a freelance training and consulting business called Astrevo Labs (www.astrevo.com). Bruce lives in Pittsburgh, USA with his wife, two daughters, and his dogs.

Augmented Analysts: Real-World AI Use Cases Transforming Business Analysis

The rise of artificial intelligence is redefining the role of business analysts, enabling faster insights, smarter decision-making, and more efficient processes. In this session, “Augmented Analysts: Real-World AI Use Cases Transforming Business Analysis”, we explore how AI-powered tools are being applied across industries to enhance requirements gathering, process modeling, data analysis, and stakeholder communication. Through real-world examples and practical demonstrations, participants will learn how AI augments traditional BA practices, drives productivity, and unlocks strategic value for organizations. Attendees will gain actionable insights on integrating AI into their workflows, bridging technology with human expertise to become truly augmented analysts.

Instructor: Narayanan (David) Bhoopalaretnam, MBA, CPCU, FLMI, FIII



My Motto: Guided by integrity, dignity, and honor, I lead by example and hold myself to the highest ethical standards.

I am an accomplished Functional Analysis and Technology Leader with over a decade of experience in requirements management, data analytics, product strategy, and enterprise process improvement. I specialize in enabling high-performing teams and optimizing insurance technology platforms — including Guidewire ClaimCenter and PolicyCenter — to drive efficiency, scalability, and measurable business outcomes.

My career has been built on clarity, accountability, and collaboration, bridging business and IT to transform complex requirements into actionable solutions. I believe leadership is not about authority, but about creating an environment where people can grow, innovate, and succeed together.

As Vice President of Technology for the IIBA Greater Philadelphia Chapter, I am passionate about advancing the business analysis profession and mentoring the next generation of technology professionals.

I make a personal promise in every role I take: To work hard, think smart,

Stakeholder Management for Smoother, More Productive Projects

This interactive workshop equips project professionals with practical strategies to manage stakeholders effectively. Participants will learn how to identify stakeholder needs, personalities, and goals, establish clear communication channels, and create governance structures that prevent conflicts and delays. The session emphasizes collaboration with project leadership, kickoff best practices, and adapting stakeholder engagement to different project styles (Agile, Waterfall, Hybrid), and more!

Instructor: Thea Soeren, CBAP, CSPO, ICP-APO, Founder, BA Force Multiplier



At the forefront of Business Analysis at The Cincinnati Insurance Companies, I serve as a Senior Business Analyst blending strategic thinking with technical expertise. My certifications fuel my passion for delivering solutions that streamline processes, enhance system performance, and ultimately make people's lives better.

As President of the IIBA Tampa Bay Chapter, my welcoming approach has helped grow a vibrant community of professionals. Under my leadership, we've hosted weekly training sessions and facilitated 200+ study groups, earning the IIBA Global Professional Development

Award in 2025.

Beyond the chapter, I actively teach and speak for other IIBA chapters and organizations worldwide, sharing insights that elevate the practice of Business Analysis. Honored as IIBA Volunteer of the Year for the USA Southern Region, I advocate for excellence in Business Analysis and Project Management while mentoring the next generation of leaders.

My vision is simple: to create opportunities that transform careers and elevate the impact of Business Analysis worldwide.

Thursday, May 14th Afternoon Workshops (Choose one of two)

Expanding your Badass Technique Toolbelt (The Badass BA goes agile)

It's time to harness your BA superpowers! Every BA has the power to communicate, collaborate and document, but if you continue to use the same old comfortable techniques, you may get stuck feeling like a sidekick. The Badass BA is known for techniques for a reason. We've shared 35 analysis techniques in Badass BA Techniques Part 1 and Part 2. If you give us 4 hours, we'll pack in as many modern collaborative techniques as we can. We'll focus on techniques that will load up your backlog, communicate vision, understand your customers, facilitate and prioritize. This dynamic, fun and interactive workshop has one goal, you'll learn by doing! You will learn and actively practice techniques to help you elicit, analyze, facilitate, and more, that you can use immediately on the job.

- Learn how to facilitate at least 10 techniques that will expand your Badass BA superpowers
- Actively practice techniques to identify and analyze customers
- Kick your elicitation up a notch with a technique that not only digs into details, but loads up your backlog

Instructor: Jennifer Battan, CBAP, Founder, Spark Collaborative



Jennifer Battan, founder of Spark Collaborative, blends creativity with problem-solving expertise to empower teams worldwide. An acclaimed speaker and educator, Jennifer's toolkit includes VIEW, LEGO® Serious Play®, and Gamestorming. Jennifer brings her unique blend of engagement to every setting, guiding teams to achieve serious results while having fun.

Requirements for Analytics, AI, and Data-As-A-Product

This workshop will focus on how the requirements for analytics projects are different, and what tools and techniques to use. The participants will learn:

- Specifics of analytics and AI projects
- Four types of analytics and how the requirements will differ
- How to analyze data sources
- Data pipeline requirements
- Requirements for AI implementations
- Analysis for Data-As-A-Product

This workshop is best suited for experienced business analysts who worked on different types of projects before and are looking to expand their competencies into the application of data science and AI.

Participants will be provided with templates and examples and will collaborate on a case study example.

Instructor: Yulia Kosarenko, Owner, Why Change Consulting



Yulia Kosarenko is a speaker, consultant, and author of the books "Business Analyst: A Profession and a Mindset" and "Foundations of Business Analytics."

She divides her time between consulting and teaching, with a focus on architecture, business analysis, and analytics. Yulia shares her expertise with the professional community through coaching, articles, webinars, the "Why Change" YouTube channel, and the BA Mindset Mentorship Circle. You can always find her at why-change.com.