

BA conference 2018 London: the takeaways

Keynote "the DNA of a champion"

- try to keep being a sponge, sucking up knowledge, be open and interested
- whoever wins in IT, will win
- data, data, data, that is what helps us tremendously, but asses the quality (running back and forth anecdote)
- prepare for a guy in a pink tutu
- TCUP: thinking correctly under pressure

The good requirements checklist presentation

- design free requirements (the glass roof story)
- unambiguous language? Language is ambiguous by nature!
- in the Q&A afterwards: " we are BA's, not requirements secretaries!"

BA analyse to strategist presentation

- the Branson quote: if someone gives you a great opportunity and you don't know how to do it, do it anyway. Find out how to do it later.
- grow the team reputation by delivering good results
- the pentagon as a measurement tool for the BA work capability

BA bucket list keynote

- find your calling & your passion
- find a great climate to work in
- develop (your own) killer capabilities
- feel the fear... and do it anyway

Keeping the Focus presentation

- Finding and keeping focus for multi team program: set GOALS as base camps not routes
- synchronize speed and delivery by lanes with high-level epics

14 habits of good data modelers presentation

- 15 weeks creating the data model, and 2 weeks for the SQL that is a good ratio
- if an entity has more than 8 real attributes, you have work to do
- name everything (repeat)
- when assessing a model, you can only judge syntactic correctness and completeness, without doing all the analysis work again

PFB diagram presentation

- Lots of time: not agile, but " fake agile"
- PFB are not a really new diagram technique or tool, but a structured way to get more grip on bad quality User Stories

And then the magic happens presentation

- you need a friend with whom you can agree 95% of the time and vigorously disagree on the rest
- the Berglass effect (ACAAN) is impossible, yet it's done many times
- it's not only the result, but also the experience on how we all got there, it's all in the performance
- There are always always always more ways to get to the desire effect/result
- Garden story: the process, the product, the service is good.... but because of a bad delivery it's not liked (or even hated)

Can I train Apprentice BA presentation

- yes it's possible, but it's an 18 month trajectory, and you need to mentor them
- for all sorts of trade standards exist, but not yet for business analysis