

# IIBA Winnipeg Quarterly Newsletter

April 2017

## Words from the Board

*We have a very exciting Spring and Summer set of activities lined up. The new board is going strong! We hope you can join us for our Spring workshop, May 8-9, as we are bringing back Kupe! We have some great speakers lined up as well as a follow-up to our highly attended Summer Networking / Job Fair event. Please look forward to another great BA / PM World Winnipeg, Sep 18-21 and note there is another full day of workshops this year. I hope you might have also noticed our chapter was featured for receiving the Chapter Sustainability Award and sent out to 29,000+ IIBA members! The IIBA continues to foster relationships with our education partners. We are working closely with the U of M MBA and Commerce programs and joining the RRC BA Advisory Board. The IIBA Winnipeg Chapter continues to grow and we appreciate the support from our community!*

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Kevin Haines, CBAP  
President

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## Highlights

Are you exploring newer opportunities in 2017? We have some exciting jobs posted on our Career page!

[Read more here](#)

We continue to maintain our support of students and emerging professionals via support and participation in the local community. IIBA Winnipeg board members were key participants in BizTek 2017 held on February 8th. Biztek is an annual corporate networking function organized by the Management Information Systems students from the Asper School of Business.

[Read more here](#)

Bettylynn Mueller delivered a compelling session on Business Architecture on February 9th. This event was broadcasted live via Periscope and can now be viewed at the following link.

[Learn more here](#)

We held our Annual General Meeting on February 22nd. It was broadcasted via web and highlighted Marketing, Member Events, Membership, Professional Development, Sponsorship, Communication & Technology, Treasury and Strategic directions for 2017. Meeting proceedings are now published on our website.

[Read more here](#)

Please join us in welcoming Tomola Olaitan and Sergey Pochikovsky as the newest addition to our Volunteer team.

Are you looking to give back to the community? Seeking CDUs to maintain certifications? Want to learn and enhance skills? We are looking for more Volunteers to facilitate our 2017 programming.

Please email at [info@winnipeg.iiba.org](mailto:info@winnipeg.iiba.org) to get in touch

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## Upcoming Events

Do you strive for a greater understanding of the future of digital transformation and its impact on business analysis? Come and hear Brice Ominski's session on "The Digital Paradox: People and Technology" during our next lunch event on April 18th at the RBC Convention Centre.

[Read more and Register today](#)

Scott Hinkson presents an interesting session on "BAs in the Agile Environment" on the evening of May 4th at the RBC Convention Centre. Participants will discover commonly used BA tools and techniques in the context of Agile and understand the tight coupling between BA and the product owner.

[Read more and Register today](#)

Popular demand has forced us to bring Kupe Kupersmith back. Our Spring workshop this year will focus on "Essential Skills for Business Analysis". This is a modular program, so interested participants can sign up May 8th, May 9th or both.

[Read More and Register today](#)

## Professional Development

Our study groups are going strong. Please contact us if you are targeting one of the following Certifications:

<b>Level 1</b> Recognizes individuals entering the field of business analysis.	 <b>ECBA™</b> Entry Certificate in Business Analysis™
<b>Level 2</b> Recognizes BA professionals who have 2-3 years of experience.	 <b>CCBA®</b> Certification of Capability in Business Analysis™
<b>Level 3</b> Recognizes BA professionals who lead and have over 5 years of BA experience.	 <b>CBAP®</b> Certified Business Analysis Professional™
<b>Level 4</b> Recognizes BA professionals who advance the BA profession and have over 10 years of experience.	 <b>CBATL™</b> Certified Business Analysis Thought Leader™

[Read more here](#)

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## New Memberships & Renewals

Welcome to Winnipeg Chapter members who have recently joined us:

Trudi Wigmore

Bryan Reimer

Lance Nelson

Ade Olagbegi

Siddeek Ali

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## **Membership Spotlight**

This quarter our spotlight is on Lora Pickard.



Lora is a Certified Business Analysis Professional with over 15 years of consulting experience. She works for Sierra Systems, one of the largest, independent North American IT services companies.

Lora has expertise in business analysis, systems analysis, change management, design, planning and implementation of many diverse information technology projects to deliver value to clients.

We recently caught up to talk about Business Analysis. Here are some responses from our interview with Lora.

### **What's your favourite part about being a Business Analyst?**

There are a few things that do it for me - the challenge of making complex problems and needs understandable, the opportunity to learn about how things work outside of my own domain, and collaborating with so many diverse people and roles.

### **How do you know when you're doing a good job as a successful Business Analyst?**

When an end user or subject matter expert asks how long I've worked in their role or industry because I understand what they do so well. Makes me happy they think I know my stuff! As part of my different roles, I get to work with a diverse group of interesting people that have multitude of challenges whether it be people, process, tools and likely a combination of all three. Everyday I get to collaborate with my customers and my team to help innovate and meet customer objectives. All of this is very satisfying.

### **What do you like best about the IIBA Winnipeg Chapter?**

Being part of a community that wants to grow their BA skills and the BA practice overall. Our chapter allows us to participate in great speaker and networking events, conferences, and training opportunities, all with like-minded BA professionals.

### **In your opinion, what is the single most important characteristic of a successful Business Analyst in Winnipeg?**

Listening. But not listening in order to respond; listening in order to understand. This uncovers the real requirements beyond what a stakeholder will tell you they need. For me, this helps build a trusted relationship with the stakeholder and a better result that meets their actual requirements.

### **What trend in our market will most strongly influence the role of BAs in the next 5 years?**

I think the emergence of Big Data will influence the role of the BA, applying predictive analytics to solve business issues in a much bigger way than we do today. BAs will not only be analyzing data, but translating insights and patterns found within data into language the business can understand and turn into tangible business value.

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## Sponsor Spotlight



Manitoba Public Insurance is a Crown corporation that has provided Manitobans with access to affordable, comprehensive auto insurance coverage since 1971.

MPI offers a full range of driver license's, registration and insurance options through a network of over 300 Autopac agents and more than 20 Manitoba Public Insurance service locations. On average, there are more than 1 million Autopac policies in force at any time.

Our rates are consistently among the lowest and most stable in Canada, and customers, in our most recent surveys, say they are extremely satisfied with the service they receive. We are committed to working with Manitobans to reduce risk on the road and proud to invest in our communities. Find out more at [mpi.mb.ca](http://mpi.mb.ca).

[Read more here](#)

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**Sincerely,**

The IIBA Winnipeg Chapter