

# IIBA Informant

## News from the Denver Chapter of the IIBA

December 17, 2015

### In This Issue

Upcoming Events

President's Letter

View from the BABOK

Are you Engaged?

November Meeting Recap

CBAP Study Group

Membership News

Thank You!

Education News

Get Involved!

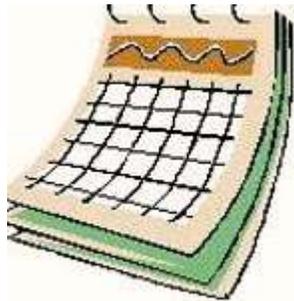
[Join Our Mailing List!](#)

### Dear Analyst,

If you enjoy reading this newsletter and think that other Business Analysts, Project Managers, or Directors in your organization might enjoy it as well, it's easy to share. Just forward it to your colleagues.

Did someone forward this newsletter to you? Would you like to receive upcoming issues of this newsletter and learn more about IIBA and the Business Analysis profession? Just click on the ***Join Our Mailing List*** link on the [IIBA Denver Chapter website](#).

### January Chapter Meeting - Save the Date!



#### Location:

Business Tech Center  
8301 East Prentice Avenue, #400  
Greenwood Village, CO 80111

### IIBA Chapter January Meeting

#### Wednesday, January 20:

5:30 - 6:00 - Check in, networking

6:00 - 6:30 - Announcements and Chapter business

6:30 - 7:30 - Presentation

7:30 - 8:00 - Group QA Session

#### Meeting Call-in Number:

If you can't attend the meeting in person, you can call-in and listen to the meeting announcements and presentation.

#### Cost:

There are two levels of membership: 1) IIBA National and 2) IIBA Denver

Chapter with IIBA National. The meeting cost is free for members of the Denver Chapter. The cost is \$10 for non-members of the Denver chapter.

## President's Letter

by Monte Malenke, President

With Christmas and the end of the year just around the corner, I trust everyone had a great 2015. Every year there are always a lot of changes and accomplishments, which is true for the IIBA Denver Chapter too.

This past year we found a new home for our chapter meetings at the Business Tech Center, added several folks to our various

committees and had outstanding presentations at our chapter meetings. We also have seen chapter meeting attendance increase quite a bit during the year, with attendance averaging well over 50 people and up to another 10 joining in remotely.



Not only did we move to a new website platform once, we did it twice! We now are one of the very first IIBA chapters in the world to be on the new permanent website and content management platform being rolled out by the IIBA International organization, which is shaping up to be an excellent resource for our chapter.

We were also privileged to have been able to be a part of supporting Kym Byron, one of our past chapter presidents, by setting up a fundraising site in her battle against cancer. That site raised more than \$10,000 for Kym, and I know several of you made generous contributions.

As we look forward to 2016, our goal is to continue growing the momentum that has been building this year. We plan to do this by increasing our sponsorship support, enabling us to bring in even better speakers to our chapter meetings, and enhance our networking events and other services. All of this is part of the overall focus of the chapter leadership to deliver maximum value to chapter members and attendees.

I look forward to seeing and working with all of you in 2016. Merry Christmas and Happy New Year!

**Bridging the Gap Is an Ongoing Sponsor**

[Bridging the Gap](#), a leading provider of virtual business analysis training founded by a long-time chapter member, is a Gold Sponsor for Denver IIBA for 2015!

**Laura Brandenburg, CBAP®** is passionate about business analysis and about helping you find your place within it. Laura is the author of *How to Start a Business Analyst Career*, *Professional Development for Business Analysts*, and *How to Earn Your CBAP or CCBA in 3 Months*.



Laura offers business analysis courses to people who want to get started in a business analyst career or make sure they succeed in their current business analyst position. She is also providing exclusive discounts for those involved with the Chapter - check out the [sponsorship page](#) for more information.

Laura has posted an excellent article with more information on why the CBAP is a great investment toward your Business Analysis career. To view the article, click [here](#).

### IT Recruiting Firm Brooksource

Are you looking for a new opportunity? Brooksource is the place to start your search!

Brooksource is a leading IT Recruiting firm that specializes in connecting top notch consultants to enterprise projects at Fortune 500 organizations in the Greater Denver area. Companies hire us because we are notorious for working with the brightest and best talent in Denver. To ensure quality/success, Brooksource walks each candidate through the interview process (from the initial call from one of our trained Technical Recruiters to walking in the door on a consultant's first day). Brooksource moves quickly. After being present in Denver for over 6 years, our relationships with hiring managers gives consultants the ability to get a foot in the door almost immediately.



Work with Brooksource and begin your journey down the road to success! For more information, click [here](#) to view their website.

Thank you Brooksource for sponsoring the November meeting!

### ECS Team

[ECS Team](#), a national professional services firm, provides seasoned consultants with deep expertise in a wide range of technologies to deliver innovative solutions. We do this while leveraging your existing technology by working side-by-side with your staff. This approach shortens time-to-market, decreases costs and lowers project risks.

ECS Team was the food sponsor for the October networking event. Thank you ECS Team! For more information, please contact:

Chasity Rohl  
Senior Staffing Manager  
[303-565-2785](tel:303-565-2785)

[crohl@ECSTeam.com](mailto:crohl@ECSTeam.com)



### The Business Tech Center Is Our Business Space Sponsor

We would like to thank The Business Tech Center for their involvement with the IIBA Denver Chapter. The BTC currently has an exclusive offer for IIBA members - get 15% off the rental rate!

To learn more, visit our website at [TheBusinessTechCenter.com](http://TheBusinessTechCenter.com) or contact Pam Brockhouse at [303-996-2849](tel:303-996-2849) or [info@TheBusinessTechCenter.com](mailto:info@TheBusinessTechCenter.com)



### View from the BABOK

by Sandi Byron, VP Marketing

#### 3.5: Identify Business Analysis Performance Improvements

Business Analysts should always work toward improving their processes and outputs. This section of the BA Book of Knowledge covers that topic. According to Version 3 of the BABOK, "The purpose of Identify Business Analysis Performance Improvements is to assess business analysis work and to plan to improve processes where required." This is done by the difficult task of establishing performance measures, conducting a performance analysis against those measures, reporting on the results of that analysis, and finally, identifying any necessary preventative, corrective, or developmental actions. This is not a task that happens just once at the beginning of the project but rather should continue throughout the initiative. These activities build upon each other from task to task, project to project.



The task of identifying BA performance improvements has two inputs:

1. The business analysis approach to identify the deliverables, activities, and techniques that will be used and for which performance may be measured.
2. Any pre-existing performance objectives which are externally provided that describe the performance results that the organization expects.

The task has three stakeholders:

1. The domain subject matter experts
2. The project manager
3. The project sponsor

This task has four elements:

1. The performance analysis report which may be informal (such as a verbal report) or include formal documentation.
2. Assessment measures (aka performance measures or metrics): some examples are:

- Accuracy and completeness of the work products
- Knowledge: Can the BA perform the task with current knowledge?
- Effectiveness of work products as standalone products
- Organizational support to complete the BA activities
- Significance: Was the benefit derived from the work products justified?
- Strategic: Were the business objectives met?
- Timeliness: Were the BA work products delivered per stakeholder expectations and schedule?

3. Results analysis where the BA process and deliverables are compared against the set of defined measures.

4. Recommend actions for improvement.

The output to this task is the results of the performance improvement tasks and the report listed in the elements section.

## Are you Engaged?

by Grant Warden, VP Communications

One of the corporate buzzwords you may have heard recently is "engagement," which refers to how active and enthusiastic employees are in the workplace. It's no surprise that engaged staff translate to higher job satisfaction, better collaboration, and a better product or service.

Organizations beyond business enterprises thrive on engaged members too, like your Denver IIBA chapter. Accordingly, the leadership team is committed to engaging members through multiple channels. Our first and primary channel is our six general meetings per year. At



each meeting we have a membership committee arrive early to check people in, hand out name badges, distribute raffle tickets and any handouts, all of which collectively provide a warm yet professional welcome to both members and guests.

Part of delivering high-quality meetings means having a state-of-the-art facility, which we secured in mid 2015 with a long-term sponsorship agreement. The meeting room is spacious with multiple projection screens, high quality audio visual equipment, web access, and a separate space for refreshments. Our partnership has created a highly professional environment for our members which they can count on long term. Another way we engage our members is to provide the ability to attend our meetings "virtually" by joining a webcast. Fortunately most members attend in person, but we want to provide additional options so members feel connected.

In addition to our six general meetings each year, we host two networking meetings. There is no formal presentation, but we do have an agenda, which includes structured networking, announcements from vendors and/or sponsors, and an opportunity to mingle with other BAs and exchange ideas about various areas of expertise.

Throughout the year we sponsor ongoing CBAP Study Group classes at no charge to members. Part of our mission in advancing the profession is to promote the BABOK and certification. On each call we have a CBAP scheduled to participate to help guide the discussion and lend helpful tips related to practical application of the subjects.

Every month we produce a newsletter with articles from various board members, upcoming events, industry news, and other information relevant to our chapter and profession. We leverage our LinkedIn site to send announcements regarding special events as well as moderate postings and discussions. Our new website provides another critical platform for members to engage. Not only do we list chapter news and events, but have created a job board for members to find current openings in the area that are specific to our professional skills and experience.

With so many options, why not take your engagement to the next level in 2016? Happy Holidays!

**November Meeting Recap**

by Jay Galecki

Parker Malenke was the guest speaker for

the November chapter meeting. He gave an informative and engaging presentation about user interface and user experience design. Topics included journey mapping, interaction design, user research, and information architecture.



The presentation was very interactive as attendees were given the opportunity to use card sorting techniques to determine vocabulary used in specific products and layouts.

Attending the chapter's monthly meetings is a great way to continue your business analysis education, and learn about topics which may not be focus areas in your current position. For more information about future presentations, be sure to look at the monthly newsletter and notifications about upcoming chapter meetings!

You can find the slidedeck at the [bottom of this link](#) in Event Documents.

### **CBAP Study Group - Winter 2016**

by Mary Anne McSweeney

Interested in studying for the CBAP or CCBA Certification exams while they are still based on BABOK v2?

We have heard from IIBA international that it will continue to base the CBAP and CCBA exams on BABOK version 2 until the 3rd quarter of 2016. As we know, BABOK version 3 is a longer text with new information, so it may be worthwhile to study up and take the exam now!

**New Accelerated Schedule:** Instead of meeting once a month, we will be meeting twice a month to prepare for taking the test before it changes to BABOK version 3. The group will meet for 6 sessions - two Wednesday per month from 7:00pm to 9:00pm.

This is a virtual study group, so there is no need to drive anywhere to meet as we will be connecting via web conferencing. The goal of the study group is to cover the complete BABOK in preparation for taking the CBAP or CCBA exam.

Sessions consist of a review of BABOK content for each session and group discussion to resolve specific questions and insights we have. Attendees will facilitate each of the 6 sessions. Materials are provided by IIBA.

Give yourself, your company and your clients a huge benefit by getting

certified! As soon as we have at enough participants ready to meet, we can schedule a new study group.

If you are interested, please send an email to [CBAPStudyGroup@denver.iiba.org](mailto:CBAPStudyGroup@denver.iiba.org), including:

1. Your name
2. Email
3. IIBA member number
4. Indication of whether or not you are an IIBA Denver Chapter member
5. Phone
6. Any special areas of desired interest or focus

Note: In order to participate, you must either be a Denver Chapter member, in addition to your IIBA membership, or pay the \$25 Study Group fee. The cost to join the Denver Chapter is \$25/year.

## Membership News

by Susan Futey, CBAP, VP Membership

**Welcome new Denver Chapter members!**

Miguelina Pillier

**Active Member Count: 83**

### **Not a member yet but interested in joining?**

It's a great way to network, share business analysis knowledge and experience, and learn about new techniques and processes. Best of all, membership is just **\$25/year!** [Join Now!](#)

Benefits of being a local chapter member:

- Attend chapter meetings free
- Participate in Denver Chapter elections (as candidates or as voters)
- Participate in members-only offers such as volunteer opportunities at BA World
- Get to wear a snazzy name badge at the meeting

IIBA member, but *not* a Denver Chapter member, your cost = \$10 per meeting. IIBA member *anda* Denver Chapter member (annual membership fee of \$25) your cost = **free**.

*Take advantage of this deal today!*

You do have to be a member of the IIBA International Organization in order to join the IIBA Denver Chapter. Join IIBA through their website at [www.iiba.org](http://www.iiba.org). IIBA [Membership benefits](#) include:



- Free copy of the [Business Analysis Body of Knowledge® \(BABOK® Guide\)](#)
- Free access to the [Online Library](#) where you will find hundreds of books

- Knowledge sharing and networking opportunities through the [IIBA Community Site](#)
- Exclusive IIBA monthly publications such as the [IIBA BA Connection monthly newsletter](#)
- Eligibility to join a local [IIBA Chapter](#)
- Access to a free copy of the [Business Analysis Competency Model](#)
- Access to [IIBA Webinars](#) on a range of professional development topics - *Hot Topic now is the BABOK V3 webinar series!*
- Job search capabilities using [Career Center](#)

If you have any questions about membership or renewal, please feel free to send an email using the [Contact Us](#) link on the IIBA Denver Chapter website.

### Thanking our Volunteers!

by Monte Malenke, President

This month I'd like to recognize Heidi McLaughlin as our Volunteer of the Month who is our VP of Education. Heidi's primary job has been to line up the speakers for each of our chapter meetings to bring the best Business Analysis educational content to you as possible.

This past year Heidi has done a great job getting some big names to the chapter, including Elizabeth Larson from Watermark Learning, and Kitty Hass from the IIBA International board of directors. Several excellent presentations from among our own included one on the BA Toolkit by Carl Radunsky, a very well received presentation on starting a BA career by Laura Brandenburg, and a very timely overview of the new BABOK version 3.0 by Kym Byron, our past chapter president who helped author the new BABOK version 3. We then wrapped up the year with a very interesting presentation on User Experience (UX) for Business Analysts by Parker Malenke.

Heidi, what you do is such a huge part of what makes the chapter great - we appreciate you and look forward to what you have lined up for 2016!

### Denver Chapter Education News

by Heidi McLaughlin, VP Education

#### Chapter Mentor Program

The Denver IIBA Chapter is dedicated to providing members with various resources to enhance their knowledge and expertise. One resource is our mentor program, which allows individual members to partner with each other with the goal of sharing ideas on strategies, techniques, issues, or anything else that influences their roles as Business Analysts.

We can each benefit from collaboration and sharing with other members. If you would like more information on how to participate, please [contact Heidi](#) for more details.

#### Call for Speakers

We are looking for speakers to speak at our chapter meetings on topics relevant to business analysts. If you have an interest in being a speaker, being part of a panel of speakers, or if you know someone who would

make a great speaker, please contact Heidi for more details. Some topics that have been suggested are listed below, but of course our interests are not limited to this list.

- BABOK Review
- Agile Extension to the BABOK
- Process Mapping
- BA Diagramming & Modeling
- Elicitation
- Enterprise Analysis

### Get involved!

by Stephanie Vinton, Volunteer Coordinator

Do you want to support local Business Analysts, the profession, increase visibility to your company, or gain recertification credits? The Denver chapter is looking for help in this manner:

#### Corporate Programs

There is currently an opening for Corporate Programs in the Marketing Committee. If you are interested, contact [marketing@denver.iiba.org](mailto:marketing@denver.iiba.org).

#### Meeting Technology Coordinator

We are looking for someone to run the live, call-in access to our chapter meetings. This person coordinates with the meeting presenter and is the point of contact with our web/telephone participants during the meeting. It's helpful if you have a cellphone to use for texting to contact the participants during the meeting and you will need a computer to share the meeting slides. It is helpful if you have Powerpoint as that is what is used by most of our presenters. Contact Stephanie Vinton at [volunteercoordinator@denver.iiba.org](mailto:volunteercoordinator@denver.iiba.org).

### Certification News

by Debbie Rasor, CBAP

#### Need Help with your CBAP or CCBA® application?

Do you need another set of eyes to review your application before you submit it? Tips on applying for recertification? I can answer your questions, review your application, and offer feedback on it before you submit it. Contact me at [debbie\\_rasor@yahoo.com](mailto:debbie_rasor@yahoo.com). Also brand new CBAP Alan Cavin is available to answer questions, and you can reach him at [alan@alancavin.com](mailto:alan@alancavin.com).

Newsletter Editor: Debbie Rasor, CBAP  
Associate Editor: Jay Galecki

If you have a contribution to make to the IIBA Informant, please email us at [ateditor@denver.iiba.org](mailto:ateditor@denver.iiba.org).

If you are interested in advertising BA-related services in the IIBA Informant, please email us at [info@denver.iiba.org](mailto:info@denver.iiba.org).

**Produced by the Denver Chapter of the IIBA**

**President** ([president@denver.iiba.org](mailto:president@denver.iiba.org))

Monte Malenke

**Finance Committee** ([finance@denver.iiba.org](mailto:finance@denver.iiba.org))

VP-Finance and Treasurer: Felicia Arambula

**Education Committee** ([education@denver.iiba.org](mailto:education@denver.iiba.org))

VP-Education: Heidi McLaughlin

**Marketing Committee** ([marketing@denver.iiba.org](mailto:marketing@denver.iiba.org))

VP-Marketing: Sandi Byron

Director - Corporate Programs: open

**Membership Committee** ([membership@denver.iiba.org](mailto:membership@denver.iiba.org))

VP-Membership Services: Susan Futey, CBAP

Volunteer Coordinator: Stephanie Vinton

([volunteercoordinator@denver.iiba.org](mailto:volunteercoordinator@denver.iiba.org))

**Communications Committee** ([communications@denver.iiba.org](mailto:communications@denver.iiba.org))

VP-Communication: Grant Warden

**Technology Committee** ([technology@denver.iiba.org](mailto:technology@denver.iiba.org))

AVP: Grant Warden

Webmaster: Linda Meserve

**Events Committee** ([events@denver.iiba.org](mailto:events@denver.iiba.org))

VP-Events: Gary Weis

Meeting Coordination: Nicole Wilker

([meetingcoordinator@denver.iiba.org](mailto:meetingcoordinator@denver.iiba.org))

The International Institute of Business Analysis is a non-profit organization for Business Analyst professionals. The goal of the local Denver Chapter is to support IIBA by (1) advancing the role of the Business Analyst as a recognized profession, (2) support opportunities for members to network with, and gain knowledge from, seasoned BA practitioners as well as industry and government leaders, (3) provide access for members to a formal "knowledge base" as well as forums for sharing expertise, expressing professional opinions and building a reputation within the industry, (4) provide pathways to learn about business analysis best practices, and (5) obtain and sustain a level of financial security, sustainability, and autonomy at the local level.