

# SDC

Software Development Conference 2010

SYDNEY | 25 - 26 March 2010



JAMES SHORE



DIANA LARSEN



PHILIPPE KRUCHTEN




TIM LISTER



JAMES KING

# Business Analysis Gets Agile!

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 **software**  
**EDUCATION**

# Business Analysis Gets Agile!

SDC 2010 will bring together some of the world's leading minds in the Agile movement, making it a key event for all those interested in Business Analysis and Agile methods.

This two day conference and one day post-conference workshop will provide practical techniques and thought-provoking ideas which you will be able to put to use right away.

**“Excellent! I was impressed by the level of speakers, content, presentation skills and left with heaps of take-back-to-work ideas and techniques.”** Anon

The conference will:

- **Examine** the changing role of the business analyst.
- **Demonstrate** the real business value of Agile practices in these challenging times.
- **Highlight** the common pitfalls in Agile implementation and suggest ways to avoid them.
- **Generate** fresh thinking around creating successful project teams.

Remember, places are limited, so book now!



## Additional Conference Highlights:

- **Optional One Day Workshop**  
**Software Architecture for the Business Analyst**  
Philippe Kruchten, Professor of Software Engineering, University of British Columbia and Founder, Kruchten Engineering Services (Canada)  
What would a business analyst need to know about software architecture? In this workshop we will present the key concepts behind software architecture: the motivations, the practices, the tools, etc. and we will explore how architecture both enables and constrains the work of the business analyst.  
This workshop can be booked separately from the conference and is a must for product owners, product managers and business analysts.
- **Conference Dinner**  
Join us for an evening of continued networking with your peers and conference speakers in a more informal setting.
- **Package Deals**  
Check out the back page for great deals and packages for SDC 2010!

## Who Should Attend?

- Business Analysts
- Team Leaders
- Iteration Managers
- Scrum Masters
- Developers
- Product Owners
- Project Managers
- Senior Managers and Senior Executives

### PRE-CONFERENCE WORKSHOP – WEDNESDAY 24 MARCH

9:00 - 5:00	<b>Software Architecture for the Business Analyst</b> <b>Philippe Kruchten</b> Professor of Software Engineering, University of British Columbia and Founder, Kruchten Engineering Services (Canada)
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### DAY ONE – THURSDAY 25 MARCH 2010

9:00 - 10:10	<b>Opening Keynote: Managing Front End Risk – It's Always a Risky Business at the Start</b> <b>Tim Lister</b> Principal, The Atlantic Systems Guild (USA)
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10:10 - 10:30	<b>REFRESHMENT BREAK</b>
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10:30 - 11:30	<b>When Good Agile Goes Bad: Avoiding the Common Pitfalls</b> <b>James King</b> Agile Practice Lead, Software Education (Australia/New Zealand)
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11:30 - 12:30	<b>What Colours are Your Backlog?</b> <b>Philippe Kruchten</b> Professor of Software Engineering, University of British Columbia and Founder, Kruchten Engineering Services (Canada)
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12:30 - 1:30	<b>LUNCH</b>
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1:30 - 4:50	<b>Workshop 1</b>	<b>Workshop 2</b>
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<b>Title to be announced</b> <b>Tim Lister</b> Principal, The Atlantic Systems Guild (USA)	<b>Iteration and Release Planning</b> <b>Philippe Kruchten</b> Professor of Software Engineering, University of British Columbia and Founder, Kruchten Engineering Services (Canada)
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4:50 - 5:50	<b>REFRESHMENT BREAK</b>
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6:15 - 9:30	<b>Conference Dinner</b> Join us for a great evening of further networking.
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### DAY TWO – FRIDAY 26 MARCH 2010

9:00 - 10:10	<b>Clarity Rules!: Six Collaboration Skills Critical to Effective, Successful Teams</b> <b>Diana Larsen</b> Chair, Agile Alliance and Co-Founder FutureWorks Consulting (USA)
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10:10 - 10:30	<b>REFRESHMENT BREAK</b>
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10:30 - 11:30	<b>The Vanishing Analyst</b> <b>James Shore</b> Founder, Titanium IT (USA)
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11:45 - 1:00	<b>Workshop 1</b>	<b>Workshop 2</b>
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<b>Beyond Story Cards: Agile Requirements Collaboration</b> (Part one) <b>James Shore</b> Founder, Titanium IT (USA)	<b>Creating a Climate for Project Team Success</b> (Part one) <b>Diana Larsen</b> Chair, Agile Alliance and Co-Founder FutureWorks Consulting (USA)
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1:00 - 2:00	<b>LUNCH</b>
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2:00 - 3:45	<b>Workshop 1</b>	<b>Workshop 2</b>
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<b>Beyond Story Cards: Agile Requirements Collaboration</b> (Part two) <b>James Shore</b> Founder, Titanium IT (USA)	<b>Creating a Climate for Project Team Success</b> (Part two) <b>Diana Larsen</b> Chair, Agile Alliance and Co-Founder FutureWorks Consulting (USA)
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4:05 - 4:50	<b>CLOSING KEYNOTE TO BE ANNOUNCED</b>
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**“ Very high quality of content and presentations in comparison to other BA conferences.”** Preeti Devanapalli, State Trustees

## Speaker Profiles



**JAMES SHORE**  
(USA)

Titanium I.T.

A popular speaker and trainer, James is an inaugural recipient of the prestigious Gordon Pask Award for Contributions to Agile Practice from the Agile Alliance and is co-author of the book, “*The Art of Agile Development*”.

**Keynote: The Vanishing Analyst**

Agile literature says next to nothing about BAs, and goes so far as to recommend eliminating requirements documentation. In this presentation, James shows how the role of the BA may change its focus in Agile projects, but continues to be as crucial as ever.

**Workshop: Beyond Story Cards: Agile Requirements Collaboration**

Story cards are a great tool for planning and a lousy tool for communicating requirements. In this workshop, you will learn where requirements live in Agile, how various roles fit in, where stories come from, and what happens after they're created. Join James Shore for an in-depth look at how requirements work in Agile.



**DIANA LARSEN**  
(USA)

Chair, Agile Alliance and Co-Founder FutureWorks Consulting

Current Chair of the Agile Alliance Board of Directors and co-author of: “*Agile Retrospectives: Making Good Teams Great!*”, Diana brings focus to the human side of organisations, teams and projects. She activates and strengthens her clients' proficiency in shaping an environment for productive teams and thriving in times of change.

**Keynote: Clarity Rules! Six Collaboration Skills Critical to Effective, Successful Teams**

Increase the prospect for project success by ensuring team members have the skills for effective collaboration and clear, unambiguous communication. This keynote will describe the six collaboration skills teams need and show techniques to get them active in your team.

**Workshop: Creating a Climate for Project Team Success**

In this interactive workshop, participants will learn how to create a work climate where Agile and traditional teams can accomplish “the job” for the organisation – delivering business value. Building on current practices, we'll explore ways to optimise four factors in the work climate: motivation, environment, support and trust.



**PHILIPPE KRUCHTEN**  
(Canada)

Professor of Software Engineering, University of British Columbia and Founder, Kruchten Engineering Services

Philippe helps shape today's young software development talent and serves some of the world's leading organisations, including Microsoft, Alcatel, Hughes Aerospace and IBM.

**Keynote: What Colours are Your backlog?**

The product backlog has become a key artefact in any software development project; the point where product owner, product managers, project managers, team leaders, business analysts, developers, testers and product support meet and converge. But what do you put in your backlog to balance the needs of all these parties? What colours are your backlog and what do you do next?

**Workshop: Iteration and Release Planning**

Iteration planning and release planning seem very simple: you pour features in a backlog, shake, prioritise, implement and deliver. In reality, it is a tad more complicated. Here, we examine the subtle differences between (business) value and (development) cost, between user-visible features and deep down architectural features, and their dependencies. We look at technical debt and its impact on the project and examine various techniques that help project leaders plan and track iterations and releases in a chaotic environment.



**TIM LISTER**  
(USA)

The Atlantic Systems Guild

Tim is quite simply one of today's great thought leaders and practitioners in managing software development. A Principal of The Atlantic Systems Guild, author and business analysis trainer, feedback and reviews from Tim's 2008 trip were so good that you were demanding his return.

We are honoured that Tim can join us for SDC 2010.

**Keynote: Managing Front End Risk – It's Always a Risky Business at the Start**

Requirements are 'discovered' rather than 'gathered', often influenced by politics. Managers and analysts need to recognise and court inherent risk when trying to get a project off on the right foot. Tim Lister will discuss the dominant risks associated with the early stages of a project and will offer some proven risk mitigation strategies for you to use.

Being a good manager or analyst is hard; that is why those jobs are so much fun!

**Workshop: To be announced**



**JAMES KING**  
(Australia/New Zealand)

Agile Practice Lead, Software Education

A highly sought-after trainer and consultant, James brings a wealth of practical business and IT experience to bear on the challenges involved in implementing Agile practices. He has provided consulting services to major corporates throughout the region and has developed a suite of leading-edge Agile training courses for Software Education and the Agile Academy in Australia.

**Keynote: When Good Agile Goes Bad: Avoiding the Common Pitfalls**

Agile projects are a step forward in delivering early and consistent value to the customer. But even so, there are some common issues that arise when teams implement Agile projects. While these issues are not inevitable, they are easy pitfalls for the unwary. After exploring each of the common pitfalls, James discusses potential solutions, in particular focusing on business integration, knowledge transfer and team transformation.

**“Great as a reminder of what we are doing well and could do better.”**

P. Harper, NZQA

**CHECK OUT OUR WEBSITE FOR MORE DETAILS [WWW.SOFTED.COM](http://WWW.SOFTED.COM)**

**Conference fee: \$1,980 incl. GST**

**Special Conference Packages:** See back page for details of our great conference packages.

**How to book:** Go to [www.softed.com/register/conference.aspx](http://www.softed.com/register/conference.aspx)

**Book Now**

# About the organisers..

**"You brought together world leaders and creators of methodologies that overlapped and also conflicted in ideas and approach to business analysis."** Ken Hodgson, NZTA

Software Education are the internationally recognised local experts in software development training. With over 50 different course titles in Business Analysis, System Design, Programming, Software Testing, IT Management and Agile Development, we not only provide you with access to leading-edge content but also get you connected to an unrivalled network of international experts.

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## SDC 2010 – Register NOW!



**Group Discount – 5<sup>th</sup> person free.** When you register five participants from the same organisation to attend SDC 2010, the fifth person attends for free! (not available in conjunction with any other offer)

**CONFERENCE ONLY FEE:** \$1,980 incl. GST

**ONE DAY WORKSHOP:** \$990 incl. GST

**CONFERENCE DINNER:** \$66 incl. GST

**PACKAGE DEAL Conference PLUS Workshop:** \$2,750 incl. GST (save \$220)

**PACKAGE DEAL Conference PLUS Dinner PLUS 2 Nights Accommodation (Wed, Thurs):** \$2,375 incl. GST (save \$109)

**PACKAGE DEAL Conference PLUS Dinner PLUS 3 Nights Accommodation (Tues, Wed, Thurs):** \$2,550 incl. GST (save \$153)

**HOW TO REGISTER:** Visit [www.softed.com/Register/Conference.aspx](http://www.softed.com/Register/Conference.aspx) or complete and post or fax this form to Software Education on 1800 145 715. \*All prices are quoted in AUD, on a per person basis and are inclusive of GST. All registrations are subject to our standard terms and conditions which can be found at [www.softed.com/register/terms.aspx](http://www.softed.com/register/terms.aspx) (or call us for a copy).

## Participant Details:

YES – I want to be part of SDC 2010!			Conference	Workshop	Dinner	Conference & Workshop	Conference, 2 Nights Accom. & Dinner	Conference, 3 Nights Accom. & Dinner
First & Last Name	Email	Position						
1.								
2.								
3.								
4.								
5.								

### REGISTRATION AUTHORISED BY:

Name: \_\_\_\_\_ Organisation: \_\_\_\_\_  
 Position: \_\_\_\_\_ Email: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Order No. (if required): \_\_\_\_\_ Signed: \_\_\_\_\_

### PAYMENT:

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Mastercard       Visa       Amex

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Expiry Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**EARLY BIRD DEAL**  
 Book and pay before  
 31 December 2009  
 to receive 10% off  
 the full conference  
 only fee