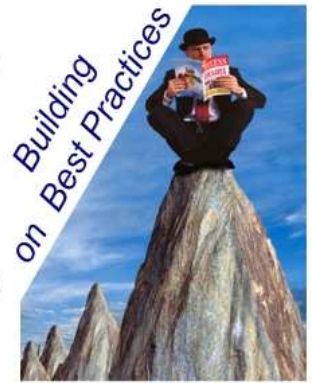


# Professional Development Summit 2009

Earn PD Credits!

Halifax, Nova Scotia ♦ May 06, 2009

Marion McCain Arts and Social Sciences Building, Dalhousie University



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## Breakfast Keynote Address: Living Our Legacy

**Keynote Speaker:** Dr. Brad McRae, CSP  
Director, Atlantic Leadership Development Institute

### **Summary of the Keynote Address:**

We make a living from what we receive. We make a life from what we give. — Winston Churchill

When was the last time you thought about your legacy, let alone lived it? This interactive keynote will help you determine your legacy and start living it. You will leave the session with an action plan on how to bring your legacy to fruition and start living your life with greater satisfaction and significance.

### **Testimonial:**

“Living Your Legacy was the perfect keynote for our annual conference. Dr. Brad McRae helped us all become more aware of our special talents and more importantly inspired us to use them to make a positive difference in the world.”  
Cindy Roma – CAMX Annual Conference.

## Lunch Keynote Address: *To be announce shortly*

**Keynote Speaker:** Kirk Sievert, President, AdPro Change Systems Inc.

Kirk has taught change management methodologies and tools to organizations around the world. His company, AdPro, is the exclusive Canadian affiliate of Prosci Inc., a world leader in Change Management best practice research and methodology.

Please refer to the following web site for speaker bios: <http://www.fivestonesit.com/pds2009/>  
Register at: <http://halifax.theiiba.org/index.php/pds-registration?view=ckforms&id=2>



**Topic: Nutrition and eating well on the run**

**Speaker:** Floria Aghdamimehr, Wellness Life Coach

**Summary of Topic:**

The goal of this presentation is to provide some nutritional information and demonstrate the link between eating well and performance at work. Eating well is a step in the right direction towards consistency in Building Best Practices. You do not have to sacrifice taste when eating healthy.

The rise in Type II Diabetes, High Blood pressure, High Cholesterol, and Obesity, should be alarming for everyone. Building Best Practices in business requires consistency in decisions and initiatives with different elements. A holistic approach is the answer.

Key messages to include:

- Fast food can marry health food
- Eating healthy initiatives among a team or department can bring collegiality
- The giant leap between information and implementation
- Tips on nutritious foods that are quick
- The role of eating well in stress management
- Behaviours that support eating healthy

**Topic: From Tactical to Strategic: A Business Analysts Path to Leadership**

**Speaker:** Kathleen Barret, President, International Institute of Business Analysis

**Summary of Topic:**

For many business analysts, they are faced with the question of “What do I want to be when I grow up?”, unfortunately more often than not their questions remained unanswered or they are encouraged to move towards a project management role.

There is hope, with the recognition of the Business Analyst profession taking on more of a spotlight within organizations, the prospect of moving through a career path, from tactical to strategic is becoming a reality. Through careful competency development, coaching and mentoring, management support, certification etc. the realization of playing an integral role in the strategic direction of an organization can be realized.

While it is not an easy endeavour, and does not happen overnight, finely practiced, disciplined and structured skills must be carefully nurtured, and applied before making the leap.

Great leaders start their journey applying some very technical skills and hone them with the application of business skills, including, business acumen, critical thinking and problem solving, coaching and mentoring, organizational change to name a few. They validate their skills with certification, and based on their area of interest of subject matter expertise, can practice them in a variety of strategically positioned disciplines. These disciplines can include but are not limited to;

This presentation will guide its participants through the key ingredients necessary to move from a tactical role as a business analyst to a strategic role within their organization; ingredients will include;

1. Competency Development
  - a. The alignment of the IIBA's Business Analysis Body of Knowledge® (BABOK®)
  - b. The business skills necessary to make the transition
2. Career Path Alternatives
3. The supporting mechanism required to help drive the competencies forward through a structured and disciplined approach via the BA Center of Excellence.



**Topic: The Necessities for Planning and Developing a Business Continuity Plan**

**Speaker:** Maureen Connolly, P. Eng., PMP, ABCP, CMC  
Concertia Technologies Inc.

**Summary of Topic:**

Continuing on with your 'mission critical' business processes and sustaining your organization in the event of an emergency or prolonged disaster is no mean feat, no matter what type/size of organizational entity you are. Every organization is at risk from multiple potential disasters that include:

- Natural disasters such as hurricanes, blizzards, floods and fire

- Industrial Accidents
- Sabotage (e.g. cyber attacks and hacker activity)
- Communications, transportation, service failure (e.g. power & energy disruptions)
- Environmental disasters such as pollution and hazardous materials spills
- Infectious Diseases such as pandemic influenza

Instead of focusing solely on resuming a business after its critical operations have ceased, or recovering after a disaster, a Business Continuity Plan endeavours to ensure critical business functions continue to be available in the event of a significant business disruption. Ensuring your organization has the resiliency to respond, cope and recover is a matter of building one's organizational resource capacity and capability to sustain its facility, data, technology, human, and operational assets.

What is your organization's level of BCP maturity?

a) Survival b) Awareness c) Committed d) Proactive e) Service Aligned or f) None of the above

Learn about the 10 commandments or core elements for Business Continuity, including:

1. Project Initiation and Management
2. Risk Assessment and Evaluation
3. Business Impact Assessment and Analysis
4. Developing Business Continuity Strategies
5. Developing the Emergency Response
6. Developing the Business Continuity Plan
7. Awareness and Training
8. Quality Assurance – Testing and Validating the BCP
9. Crises communications planning
10. Coordination and External Linkages



**Topic: Practitioner Focused Assignment Management – A discussion about getting the work that's right for you at the right time for you.**

**Speaker:** Jules Fauteux, CMC, RPR  
Principal Consultant, Talentlogix Inc.

**Summary of Topic:**

In times of economic uncertainty landing your next assignment becomes even more important. This discussion will explore how best to promote your personal practice so you have the right work at the right time for you.

- How do you market your area of professional practice?
- How do you use social networking tools to promote yourself?
- How do you manage your personal pipeline and backlog?
- How do you optimize rewards of learning, money, and time?



**Topic: Avant-garde Project Teams in a Collaboration Space**

**Speaker:** Michael Frenette, I.S.P., CMC, CCP, PMP  
Project Manager, Sierra Systems

**Summary of Topic:**

Web-based project team collaboration is becoming critical to the success of any project, whether your team is truly virtual or co-located.

- Collaborative portals based upon Web 2.0 technologies are rapidly becoming a best practice. Recent application of this “social networking for business” coupled with remote desktop and integrated teleconferencing is having a substantial impact on the way project teams work together.
- This presentation will present best practices for project team collaboration using collaborative portals that include:
  - Virtual teaming using collaborative portals, remote desktop and integrated teleconferencing
  - Access to project files from anywhere, anytime
  - Facts and files stored once, always most recent
  - Automatic versioning, surveys, discussion areas, project procedures, processes and templates all in one place
  - Custom lists of Information specific to the project
  - Project plans visible by project team members over the web, with progress and time reporting tightly integrated with project plans.



**Topic: Lean Project Management Tools**

**Speaker:** Todd MacAdam  
President, Lean Solutions Limited

**Summary of Topic:**

This presentation introduces 3 techniques that can help reduce project timelines, improve resource utilization and reduce nonrecurring costs in any project by driving waste out of the process.

Objectives:

- Dramatically reduce project completion timelines
- Improve resource utilization
- Reduce nonrecurring costs

**Topic: Patient Care @Home – Advances in Information and Communications Technology (ICT) Enabling New Care Delivery Models**

**Speaker:** Ross MacDougall  
President, Concertia Technologies Inc.

**Summary of Topic:** Advances in Information and Communications Technology (ICT) are enabling new care delivery models. This is particularly important in the face of an aging population with higher instances of obesity and chronic diseases. New care models are an imperative to improving patient outcomes and reducing costs.



**Topic: 'Best Practice' or 'Best Fit': Transferring Management Knowledge in International Consulting Assignments**

**Speaker:** Monowar Hossain Mahmood

**Summary of Topic:**

Management consultancies and consultants generate, disseminate, diffuse, transfer, translate and implement modern management knowledge, ideas, and techniques to their clients (Merilainen, et al., 2004). Consultants sell their services by advocating the benefits they will deliver, the opportunities they will make available or the problems they will solve (Legge, 2002; Sturdy, 1997). However, consultants working for international organizations, multinationals, or local organizations in other countries usually face different socio-economic and cultural contexts in their assignments (Kipping, 1997; Pio, 2007). They could face identical national cultural orientation of the host country different than that of their own country of origin, or there could be differences between organizational culture of the host organization and that of their parent organization. In such situations, consultants face the

dilemma of applying standardized versus localized management knowledge in different cultural contexts (Amorim, 2000) which could make their services effective or ineffective and even lead to success or failure in international assignments. Therefore, management consultants are argued to identify and evaluate the impact of cultural attributes on international assignments in different national contexts rather than looking for implementing best practices at all the times. In this presentation, first I will focus into the variations of national cultural dimensions of different countries as well as impact of corporate culture on managerial practices. Then I will look into the process of management consulting i.e., use of standardized or localized management knowledge to solve the clients' problems using consultants own ideas and previous experiences. And finally, will suggest a few guidelines how management consultants could implement their own ideas and knowledge more effectively in different national contexts.

**Topic: Become a Master Negotiator**

**Speaker:** Dr. Brad McRae, CSP

Director, Atlantic Leadership Development Institute

**Summary of Topic:**

"You can't solve a problem with the same kind of thinking that created it." — Albert Einstein  
It is this same innovative approach that is at the heart of all successful negotiations.

Studies show that today's project managers spend up to twenty-five percent of their time negotiating and resolving conflicts. Therefore, the success of these professionals rests heavily on developing effective negotiating skills.

In this workshop, you will learn how to come to the table incredibly well prepared in order to negotiate more effectively with the people you work with both inside and outside your organization. You will learn how to resolve conflicts creatively, and to make sure that the message you want to get across is the message received.

**Topic: Lessons From Our Rottweilers - Comments From Our Cats - On Managing Successful Client Relationships**

**Speakers:** Chris Hornberger, CMC

Peter Milley, CMC

Partner, Halifax Global Inc.

**Summary of Topic:**

Clients, like consultants and, indeed all humans come in all sorts of sizes, shapes, colours, and temperaments, and bring an equally varied range of personal, professional and business objectives to engagements with consultants. They also possess widely differing attitudes towards the consultants that have been engaged to help them achieve some of those objectives. Over our many years of experience as consultants and executives, we've encountered a generous sampling of the potential array of clients and client relationships that can be encountered in our professional marketplace.

The proposed session will convey to participants some of the lessons we have learned from our Rottweilers and our cats about the intricacies of interacting with clients and how best to manage client relationships to maximise the potential for effectiveness and success. As session participants who are pet owners will recognise, the route to success is seldom the straightest or the shortest.

This interactive session will examine examples of client relationship challenges we have encountered and strategies we have developed and employed, based on lessons learned from our Rottweilers and cats, to address specific obstacles to project success.

This session will also explore how strategies for effective client relationships can guide approaches to dealing with the complexity of relationships between and among stakeholders that can be relevant to many assignments.



**Topic: Don't Let Globalization Flatten Your Career: Five things you must know in order to compete in a global market.**

**Speaker:** Andrew Mitchell, PMP  
IT Consultant, Keane Canada

**Summary of Topic:**

In Thomas Friedman's eye-opening book "The World is Flat"<sup>1</sup> he described how the forces of globalization are changing the business landscape. Now projects once done by a team located at the same office as their customer can be performed by virtual teams spread across the globe. The result is that Canadian companies are not just competing with other companies, but individual Canadians are competing with talented people in India, China, Eastern Europe and beyond. Skills that were once highly valued become commoditized in a global marketplace - a trend not likely to slow in a time of an economic downturn. How do Atlantic Canadian Professionals compete in the Flat World?

This presentation will look at the work of Friedman and others and offer participants five important lessons they need to know in order to compete in a global market.

<sup>1</sup>"The World Is Flat: A Brief History of the Twenty-First Century", Thomas L. Friedman, Douglas & McIntyre (2007)

**Topic: Building Best practices in Project based Proposal Development**

**Speaker:** John Moloney  
Business Development Manager, Ultra Electronics Maritime Systems

**Summary of Topic:**

Proposals should be considered very highly constrained projects:

- Firm delivery date
- Brief period to develop deliverables
- Limited resources (money for BD is precious)
- Fixed Deliverables
- Quality is Important (or you lose)
- Often have Many Stakeholders

This presentation will discuss some of the approaches and techniques for "project based proposal development" in order to develop winning proposals. Proposal/bid planning, proposal teams and managing proposal execution will be discussed. Techniques for scheduling & ensuring proper proposal reviews and incorporating stakeholder contributions, comments and feedback will be presented. An effective and efficient "proposal factory" will be described. The role of proposal wrap-ups, debriefs and lessons-learned in building best practices will be discussed.



**Topic: Your Personal Brand**

**Speaker:** Joe Moore  
Partner, Robertson Surette

**Summary of Topic:**

- Branding Defined
- What are some components of branding
- How you can influence your brand
- When should you focus on your brand
- How to test your brand

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**Topic: Software for Your Head**

**Speaker:** Paul Reeves, Business Improvement Results  
Vickie Gray, Adaptive Coach

**Summary of Topic:**

These teamwork tools are interpersonal communications tools collected in real-time from the experiences of high performing teams. They are based on the principles of open, honest, direct sharing of ideas, personal vision and shared team vision, and effective decision making and conflict resolution leading to direct action by the individuals and the team. They have been proven over the last 13 years to enable individuals to rise to individual greatness and exponential group greatness.

The group can be work associates, family, any collection of 2 or more people. They are in use in a variety of cultures and languages around the world by people of all ages, backgrounds, and education.

The tools are considered "Open Source" by the originators and are available free of charge.

Communication between individuals and groups lies at the heart of all issues facing humanity. Personal perspectives, biases, agendas, emotional states, etc. all interfere with clear, honest communication that enables trust between people. Having these teamwork tools provides a means to resolve these communication issues, thereby enabling individuals and groups working together to rise above mediocrity to intentional greatness.

**Topic:** *Topic to be announced shortly*

**Speaker:** Kirk Sievert  
President, AdPro Change Systems Inc.

**Summary of Topic:**

*To be announced shortly*