



explore 20
CONFERENCE 24
PROGRAM

NYX Hotel | Warsaw
April 25, 2024

1 About IREB explore

IREB **explore** is a new conference series to strengthen our local communities.

Our target group

We are calling for all you Requirements Engineers, Business Analysts, Software- and System Engineers and everyone in between working with requirements! It's not every day we bring together so many IREB experts in one spot, but we've made it happen! Join us on April 25th in Warsaw, Poland for the IREB Conference!

Our promise

At the conference, you'll get answers to all those burning questions you have about RE. We've lined up some great speakers like Anna Kochanowska, Elena Zhukova, Grzegorz Skrzyński; Rainer Grau, Peter Hruschka and more to share their insights with you! Beyond that, it's the perfect opportunity to meet and network with others in the field, explore, and maybe even find some new exciting opportunities.

Facts

Where:	NYX Hotel Warsaw, 71 Chmielna, 00-801 Warsaw
When:	April 25, 2024, 09:00 - 16:00 CEST (registration desk from 08:15h)
Language:	English
Cost:	200 PLN
Registration:	https://ireb-explore.konfeo.com/

2 Agenda

Start	End	Titel
09:00	09:10	Welcome and opening
09:10	09:45	QUALITIES – The often neglected requirements <i>Peter Hruschka</i>
09:50	10:15	The importance of business modelling in business analysis <i>Piotr Biernacki</i>
10:20	10:40	Requirements Elicitation: Bridging the Past to Shape Tomorrow <i>Sylwia Kopczynska</i>
10:40	11:00	Coffee break and networking
11:00	11:20	The truth lies in the balance <i>Rainer Grau</i>
11:25	11:50	Elevating the BA toolkit with Product Thinking <i>Anna Kochanowska</i>
11:55	12:15	Security Requirements – way to start working and thinking about them <i>Grzegorz Skrzyński</i>
12:15	13:10	Lunch break and networking
13:10	13:35	Escaping the sales funnel <i>Michał Bartyzel</i>
13:40	14:05	How to connect strategy with business requirements? <i>Elena Zhukova</i>
14:10	14:35	BA's role in counteracting digital exclusion. <i>Agnieszka Łozowicka</i>
14:35	14:55	Coffee break and networking
14:55	15:20	Requirements – the result of joint efforts <i>Ewelina Eggert</i>
15:25	15:45	How to early deliver the right things <i>Jacek Wieczorek</i>
15:35	15:40	Closing and farewell

3 Talks

QUALITIES - The often neglected requirements

Time 09:10 – 09:45

Category Keynote

Speaker Peter Hruschka

Titel QUALITIES – The often neglected requirements

Abstract IREB has categorized requirements as functional requirements, quality requirements and constraints. In this talk, Peter will take a critical look at these categorizations, as well as specific categorization schemes for quality requirements like ISO 25010 or Volere.

While functional requirements are mastered in many software development projects the quality of quality requirements is often meager. Too many projects take qualities like usability or flexibility for granted, others mention security or maintainability, but stay on the buzzword level. But as we know: quality requirements are the architectural drivers. If you miss them, teams are in danger of developing wrong solutions – or system that are very hard to adapt as soon as these oversights are discovered.

Peter will show you a practical and pragmatic way to deal with concrete quality requirements and define acceptance criteria for them.

The importance of business modelling in business analysis

Time 09:50 – 10:15

Category Talk

Speaker Piotr Biernacki

Titel The importance of business modelling in business analysis

Abstract Many people ignore business process modelling at the business analysis stage. Therefore, they create their diagrams (if they draw any) omitting any notation, or using notations not adapted to business process modelling. Failure to support the analysis with correct diagrams often leads to incomplete identification of requirements and misunderstandings at the implementation stage, which in fact reduces the benefits or increases the costs of implementing changes. This presentation will show you how to effectively model processes.

Requirements Elicitation: Bridging the Past to Shape Tomorrow

Time 10:20 – 10:40

Category Talk

Speaker Sylwia Kopczynska

Titel Requirements Elicitation: Bridging the Past to Shape Tomorrow

Abstract In her talk, Sylwia will explore the evolution of requirements elicitation approaches. Traditional approaches are bridged with emerging ideas and technologies, which enable teams to seize opportunities and adapt to dynamic environments. For example, adding techniques from crowd-based requirements engineering, AI, multimedia, etc., to the used toolset empowers requirements engineers to elicit requirements from more and more diverse sources, make informed decisions about which information is relevant, balance conflicting objectives, or communicate more effectively with end-users. Sylwia will share some lessons learned from research and industry and discuss potential directions for future works for more flexible and powerful requirements elicitation.

The truth lies in the balance

Time 11:00 – 11:20

Category Talk

Speaker Rainer Grau

Titel The truth lies in the balance

Abstract The agile community is fighting the battle against "big upfront work", while companies are aiming for a two-to-five-year strategy with a clear product roadmap. Unluckily, it is the teams in agile organizations that must deal with this dilemma. The talk aims to show practical approaches to finding the right balance in companies.

Elevating the BA toolkit with Product Thinking: a unique perspective using Wardley Maps

Time 11:25 – 11:50

Category Talk

Speaker Anna Kochanowska

Titel Elevating the BA toolkit with Product Thinking: a unique perspective using Wardley Maps

Abstract In her talk, Anna explores the intersection between Business Analysis and Product Thinking, shedding light on practical applications, particularly utilizing a tool called Wardley Maps.

This seemingly simple yet profoundly insightful tool, not only transforms conventional perspectives on product scoping but also proves invaluable in strategic considerations and their connection to requirements.

The topic aims to build a nuanced understanding of how product capabilities come together to meet human needs. Moreover, it highlights how the application of Wardley Maps empowers Business Analysts, aiding them in navigating complexities and enhancing their influence in the decision-making process.

Security Requirements - way to start working and thinking about them

Time 11:55 – 12:15

Category Talk

Speaker Grzegorz Skrzyński

Titel Security Requirements – way to start working and thinking about them

Abstract IT security is on the rising tide globally. With that, there is a demand for creating software that is not only properly fitted to the market needs but also provides the best possible security resilience. Because of that, I would like to show my way of dealing with security requirements, eliciting them, and working with the business side (but not only) to provide the right outcome of those elicitation efforts.

Escaping the sales funnel

Time 13:10 – 13:35

Category Talk

Speaker Michał Bartyzel

Titel Escaping the sales funnel

Abstract Business analysts were said not to be needed because the guide hadn't described this role. More than 21 years later, it has turned out they need you so much. But where do they need you? They want you to be a translator between the business world and the technical world, and vice versa. They want you to produce specifications. Well, that sucks! First of all, you are the cooperation booster, and I'm going to tell you what to do.

How to make cross-functional teams work on the same goal?

Time 13:40 – 14:05

Category Talk

Speaker Elena Zhukova

Titel How to connect strategy with business requirements?

Abstract Nowadays, BA is a challenging role.

You are constantly on the switching mode – from being able to see the whole picture to being able to work on a deeper level.

It's never easy to connect company level thinking with the details of the solution, making sure you bring the real value to the organization.

...and not spending a few weeks on that task.

So, you need good tools, good techniques, and working (!) methods.

In the last few years I have focused on supporting executives in a strategy iteration (yes, not execution) and aligning many teams' daily work toward one direction. I am also a strategic business analyst with 20 years of experience.

I will share with you how I use the tool OKRs (Objectives measured by Key Results) without even naming the tool, to clarify strategy and connect a few years strategic goals with business requirements.

In the presentation, I will only show real practical examples from my experience.

BA's role in counteracting digital exclusion

Time 14:10 – 14:35

Category Talk

Speaker Agnieszka Łozowicka

Titel BA's role in counteracting digital exclusion

Abstract In an era where digital technology is rapidly advancing. Digital exclusion, the gap between those who have access to and benefit from digital technologies and those who do not, poses substantial challenges to society, including economic disparities, limited access to information and services, and social exclusion.

As professionals, particularly in the role of Business Analysts, we have a unique opportunity to champion accessibility initiatives. While some stakeholders may initially view accessibility as a costly endeavour, it's essential to recognize the inherent value in inclusive design, not only ethically but also as a strategic advantage in the market.

Every individual involved in digital product development should bear a responsibility to prioritize accessibility, and as Business Analysts, we play a pivotal role in advocating for and implementing inclusive practices. As IT professionals, we must take the responsibility to raise awareness and ensure that accessibility plays a role in our efforts toward product development.

Requirements – the result of joint efforts

Time 14:55 – 15:20

Category Talk

Speaker Ewelina Eggert

Titel Requirements – the result of joint efforts

Abstract Who do we need to define requirements? How can we facilitate cooperation in the team to get better results? How can self-awareness help us to improve quality of requirements?

In this talk, I wish to share some thoughts about cooperation with different groups of stakeholders in the project. How we can engage the business? Why do we need the tester and developer to be involved in requirements gathering? Which techniques will help us to understand the need and translate it to the requirements? To apply any of the techniques relevant for requirements gathering we need to understand our own cognitive filters. Knowing them will help us to understand why our stakeholders sometimes do not share all the relevant information or misunderstand the concept of a proposed solution.

How to early deliver the right things

Time 15:25 – 15:45

Category Talk

Speaker Jacek Wieczorek

Titel How to early deliver the right things

Abstract Collaborating with clients often encounters problems related to the late finding that what we deliver does not meet the client's actual needs. During the lecture, I will discuss specifically how validating our perceptions and delivering value as early as possible can effectively prevent this type of problem. I will also discuss practical approaches such as bypassing intermediaries on the way to end user, delivering small increments and the concept of continuous feedback that can be implemented now to improve the results we get.

4 Speakers

Name	CV
	<p>Agnieszka Łozowicka</p> <p>Agnieszka works as the Head of the Business Analyst department, and on a daily basis, she helps to find the best solutions for challenging problems. Her primary focus is on delivering value and building working relationships with clients. For the last 5 years, she has been developing her leadership skills and now supports a group of more than 50 Business Analysts. She believes that knowledge is most useful when shared, therefore she is a mentor for professionals at different stages of their professional development.</p>
	<p>Anna Kochanowska</p> <p>Anna is a Business Analyst with over 10 years of experience in financial compliance, regulatory affairs, and healthcare. She is deeply committed to product thinking and works to strengthen organizational capabilities for a more product-led and customer-centric approach. Anna also advocates for the adoption of a product mindset within the broader Business Analyst community, emphasizing its practical benefits for modern business analysis.</p>
	<p>Elena Zhukova</p> <p>For over 20 years, I've been helping executives in Poland, Germany, Switzerland, Sweden, and the USA effectively build and implement strategies. In my work, I use methods such as OKR (Objectives and Key Results), which I have implemented in 18 organizations. I've worked with companies in IT (software production), manufacturing, logistics, aviation, medical, e-commerce, gaming production, service, banking, and local government sectors. The scale of companies ranges from 50 to several thousand employees. I lead transformations in several organizations, building and leading teams, and working with leaders and teams in the transformation process. I'm an entrepreneur, mentor, facilitator, trainer in postgraduate studies, host live sessions <i>coffee with OKRs</i>, write articles, and share experiences at conferences in the USA and Europe. I truly love what I do, and I dream that every founder builds companies that bring them happiness and freedom. My current goal is to build a strong, stable consulting company that helps not just talking smart. I believe that everything is possible. I always see the positive side of life :) Privately, I live by the sea, have a dog, enjoy CrossFit, and according to Gallup's strengths, my top talents are ideation, strategy, input, achiever, activator, arranger, maximizer, relator, woo, and positivity. If you're seeking support in strategy creation, operationalizing strategies, working with leaders, implementing OKRs, mentoring, planning work, organizing workshops, or have any other interesting topic, feel free to email me at lena@okrpoland.pl.</p>



Ewelina Eggert

Ewelina is a business systems analyst with 25 years of experience across a diverse range of domains including FMCG, retail, heavy industry, automotive, pharma, and agribusiness. She successfully implemented ERP and quality control solutions, and CRM systems in those areas. Since 2017, she has served as the team leader for a small team of up to 10 people. From 2019 onwards, she has taken on the role of Business Analysis and Technical Writing team manager, overseeing a team of up to 60 individuals. Ewelina also participates as a mentor in the IIBA Poland Chapter mentoring program, focusing on developing soft skills in business systems analysis. Currently, she holds the position of Business Systems Analysis Center of Excellence Director at Bunge.



Grzegorz Skrzyński

Grzegorz is an analyst with around 10 years of experience in security and IT. He is a former university teacher at War Studies Academy, with a Phd in Security Studies. NATO, UE and Poland security clearance "SECRET". Grzegorz currently works as a business/system analyst and requirements engineer. He is a fan of modeling, using UML, BPMN and Sparx Enterprise Architect.



Jacek Wieczorek

I believe that every organization has the potential to deliver more value in less time. I support companies in their change processes by advising on agile practices and successful product development.

I first encountered Scrum in 2011 and was fascinated by the possibilities it offers. Since then, I have been practicing agility, working with organizations from various industries and creating diverse products, increasingly extending agility beyond the IT sector.

I authored the book "Labirynty Scruma" and have published over 150 articles on agility. I co-creat the "Porządny Agile" podcast, the Agile247.pl portal, and the consulting firm "202 Procent". For more information about me, please visit jacekwieczorek.pl.

Outside of work, I run and train in CrossFit and enjoy off-roading. In my spare time I tinker with my 1997 Jeep XJ.



Michał Bartyzel

For twenty years, I have worked as a software engineer, entrepreneur, trainer, consultant, and author. I help IT companies transition from being mere vendors to becoming valued business partners for their clients. I have authored several books that software professionals have found useful: *Oprogramowanie szyte na miarę. Jak rozmawiać z klientem, który nie wie, czego chce?* *Getting Things Programmed. Droga do efektywności*, *Conversation Patterns for Software Professionals*, *Eseje o efektywności programistów*. I share my best insights through my newsletter and blog, which can be found at <https://www.michalbartyzel.pl>.



Dr. Peter Hruschka

For more than 40 years, Peter is on the road as a missionary in good software and systems engineering. He is a principle of the Atlantic Systems Guild, Fellow of Agile Experts, Cofounder of req42 and arc42, the portals for agile requirements and software architects. He is also a founding member of IREB, author of many books and articles and co-author of two IREB Advanced Level scripts on requirements modeling and RE@Agile.



Piotr Biernacki

Piotr has been involved in modelling, analysis and improvement of business processes for over 30 years, including: Resulting from legal acts; Supported by automation tools. He is a consultant cooperating with EBRD in the area of public procurement processes.



Rainer Grau

Rainer is a complexity guide and partner at Smart System Guild. His motivation is to enable organizations and people to build customer-oriented products and services in our complex and fast-moving world. To achieve this, he draws on experience from Enterprise Agility, Lean, Servant Leadership, Business & System Architecture, regardless of whether these "tools" are hip and modern or classically proven. Besides his professional engagements Rainer teaches at universities of applied sciences, and is active in the lean & agile communities in Switzerland.



Sylwia Kopczyńska

Sylwia is a Software Engineer and Researcher. Over the past 15 years, Sylwia has gained experience designing and developing software systems while playing diverse roles across multiple industries. She has worked as an Analyst, Product Owner, as well as Full Stack and Backend Engineer in national and international projects in the domains of software development, insurance, transportation, human resources, travel, pharmacy, and accounting. Research-wise, she is interested in non-functional requirements, software quality, and the application of AI to software engineering problems. She contributed to the field by publishing over 20 papers in international journals. Sylwia plays an active role in the research community serving as a program board or organizing committee member for top-ranked conferences such as Requirements Engineering, REFSQ, and EASE.

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