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"Interactive. Listens. Provides real life examples."

Colin Woods, Technical Architect, Virgin Mobile

## Presenter



**Ronald G. Ross** serves as Executive Editor of BRCommunity and its flagship publication, Business Rules Journal. He is a sought-after speaker at conferences worldwide. He gives popular public seminars through AttainingEdge ([www.AttainingEdge.com](http://www.AttainingEdge.com)) and in Europe through IRM-UK ([www.IRMUK.co.uk](http://www.IRMUK.co.uk)). Mr. Ross is recognized internationally as the "father of business rules." He has served as Co-Chair of the annual Business Rules Forum Conference since 1997. He was a charter member of the Business Rules Group (BRG) in the 1980s, and an editor of the two landmark BRG papers, "The Business Motivation Model: Business Governance in a Volatile World" and the "Business Rules Manifesto". He is active in OMG standards development, with core involvement in SBVR. Mr. Ross is Principal and Co-Founder of Business Rule Solutions, LLC. At BRS, Mr. Ross co-develops Proteus®, its landmark business analysis and rules methodology, including the popular RuleSpeak® ([www.RuleSpeak.com](http://www.RuleSpeak.com)). Mr. Ross is the author of nine professional books. His newest are: Building Business Solutions: Business Analysis with Business Rules with Gladys S.V. Lam (2011, an IIBA® Sponsored Handbook) and Business Rule Concepts (2009), a 3rd edition of his ever-popular, easy-to-read 1998 handbook.

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# Business Rules and Decisioning Masterclass

Ronald Ross

## Overview

Do your processes always produce correct and consistent results? If not the problem probably lies with your business rules and decision logic. Business Analysts need the right techniques to fix these problems - process models, use cases, data models and other requirement techniques just don't do the job.

**Business Rules** are criteria used to judge the correctness of business behavior and to make operational business decisions. Many Business Analysts have not been exposed to the well-formed, in-depth body of best practices and standards developed over the past decade for this area. These techniques have proven invaluable in developing better business requirements. This seminar explains how business rules can be expressed, analyzed, validated, and managed as easily and as quickly as possible.

**Decisions** are choices made in day-to-day business operations. Such decisions are highly repetitive - they might be taking place hundreds or thousands of times per day, per hour, or even per minute. They are predictable and well-structured in terms of the outcomes they produce. New, highly pragmatic techniques have emerged in just the past several years for top-down decision analysis. The results are ultimately organized into decision tables, a set of technique all Business Analysts should know.

This hands-on workshop gives you essential tools that can help you achieve order-of-magnitude improvements in business capabilities. The result is simpler, smarter process models and a huge boost in business agility. Learn applied techniques from the recognized world leader in the field.

## Learning Objectives

- Conduct smarter, more effective business analysis
- Identify and analyze decisions in business processes
- Use the most effective techniques to harvest business rules
- Write clear, business-friendly rule statements
- Create robust decision tables
- Validate business rules and decision logic with business people
- Identify anomalies and correct them early
- Perform concept analysis
- Develop a structured business vocabulary (fact model)
- Develop pragmatic visualizations
- Establish comprehensive traceability for your business rules
- Develop a successful rule management approach

## Seminar and Workshop Outline

### What Business Rules and Decision Analysis Are About

- Why business rules
- What business rules are, and are not
- How decision analysis fits in
- What skills you need to capture business rules effectively
- Business rules vs. business processes
- What every business analyst needs to know

### Concept Analysis

- What terms really mean and how you figure it out
- Guidelines for definitions
- Do's and don'ts

### Workshop

#### Fact Models: Developing a Structured Business Vocabulary

- Visualization
- Developing verb concepts - creating a verbal blueprint for know-how
- Using business rules for current business practices
- What to avoid
- Facts from rules

#### Class Exercises Tips and Tricks

#### Rule Reduction

- Basic principles for rule analysis
- Rules vs. facts
- Business policy and governance
- Traceability for the business - not just IT

#### Tips and Tricks

#### Expressing Your Business Rules

- What to avoid and why
- Business policies vs. practicable rules vs. automated rules
- Eliminating ambiguity
- Guidelines
- Addressing exceptions

#### Class Exercises

#### Challenging Your Rules

- Validation and verification
- Forms of redundancy
- Equivalences, subsumptions, conflicts, block-outs, and other anomalies
- Rule quality

#### Class Exercises Tips and Tricks

### What Decisions and Decision Logic are About

- Behavioural rules versus decision rules
- Understanding your problem space
- The techniques you need to know

### Decision Analysis

- What decision analysis is
- The anatomy of decisions
- Shaping the question
- Cases and considerations
- Outcomes and exceptions
- Establishing and refining scope
- How to keep decision logic as simple as possible

### Workshop

#### The Structure of Decisions

- Independent sub-decisions
- Diagramming decision structures
- Question Charts (Q-Charts™)
- Decision dependencies
- Refining the questions
- Decisions vs. processes

#### Class Exercises Tips and Tricks

#### Decision Tables: The Basics

- How to set up decision tables
- Revisiting business processes
- Is the decision logic is complete?
- How business vocabulary fits in
- Defaults - good, bad and ugly
- Restrictions on criteria and outcomes
- Missing considerations
- Best practices

### Workshop

#### Decision Tables: Sharpening Your Analysis Skills

- Alternative formats
- When you should use the traditional format
- Completeness, subsumption and conflicts
- Dangers of the traditional format
- General rules and single point of change
- Fixed values and pre-emptions

#### Class Exercises Tips and Tricks

## Audience

- Business Analysts
- Business Rule Analysts
- Business Architects
- Enterprise Architects
- Systems Analysts
- Decision Support
- Change Management
- Business Improvement Managers
- IT Managers
- IT Consultants
- Project Managers

This workshop is relevant for all business and IT professionals seeking order-of-magnitude improvements in their company's processes.

## Special Features

- Taught by the author of 4 of the most popular books in the space: ● *Business Rule Concepts (Third Edition)* ● *Principles of the Business Rule Approach* ● *The Business Rule Book* ● *Building Business Solutions*
- All delegates will receive a free copy of Ron Ross's new book "Building Business Solutions"
- The most up-to-date ideas and hands-on best practices in business rules and decision analysis
- Bridging business vision, technical innovation and practical experience

## Registration Information

### Registration Fees:

**Full payment or a purchase order is due prior to the event.** Payment may be made in Sterling (£) or Euros (€). If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (20%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

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**The registration fee includes** the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

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### Hotel Accommodation and Seminar Venue Details

**IRM UK** in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

**Email:** info@jpetem.com **www.jpetem.com**

**Tel:** +44 (0)84 5680 1138 **Fax:** +44 (0)84 5680 1139

Alternatively, you may book directly at the relevant hotels

### Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event  
12.30 – 13.30 Lunch 13.30 – 17.00 Event

### Mailing Information

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## Registration Form

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Event name & date .....

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