

Ron Ross in Australia

For the first time in Australia, Ron Ross, the leading authority on business rules and decision analysis, will deliver his breakthrough seminar. **Sydney 2-4 August 2010**

ABOUT YOUR INSTRUCTOR

RONALD G. ROSS

Ron Ross is a Principal of Business Rule Solutions, LLC.

Ron is also Co-Founder and Executive Editor of www.BRCommunity.com, home of the Business Rules Journal. He is the author of a half-dozen professional books. His newest works on business rules are *Business Rule Concepts* (3rd Ed., 2009) and *Principles of the Business Rule Approach* (Addison-Wesley, 2003). Ron was a charter member of the Business Rules Group in the 1980's and editor of its two landmark papers, *Business Motivation Model* and *the Business Rules Manifesto*. He is also active in Business Rules standards development. Ron Ross is internationally recognized as the "father of business rules."

Business Rules and Decision Analysis:

ABOUT THIS SEMINAR ...

This seminar demystifies business rules showing you how to capture them in a wide variety of circumstances. It reviews dozens of real-world examples and templates, many of which you can adapt to your own work. You'll leave with pragmatic techniques to capture and formulate business rules separately from business process models and other kinds of requirements. Everything presented is reinforced via hands-on workshop problems.

You'll walk away from this rapid-paced, hands-on workshop ready to develop easy-to-understand business rules for your company. You will gain an immediate boost in productivity through sharper analysis and communication skills, both for the business side and the IT side. This seminar will allow you to take business analysis to the next level of capability.

This seminar includes the very latest on decision analysis. Proven techniques are presented to identify and analyse decisions in day-to-day business operations and to capture and organise related business rules in optimal fashion using decision tables. Your intuitive understanding of decision tables will be fined-tuned for rigorous, effective and smart application.

This workshop also demonstrates how to develop smart Q&A dialogs. Based on business rules and decision tables, these structured dialogs guide users to provide the exact information needed to make each design decision correctly. This round-trip, business-driven approach not only produces dramatic improvements in system design practices, but also results in a highly dynamic, highly agile work environment. Now the business can learn from its own experience and continuously make itself smarter.



**Ron Ross also at
ProcessDays 2010.**

Details at:

**[www.leonardo.com.au/
EDU-ProcessDays.html](http://www.leonardo.com.au/EDU-ProcessDays.html)**

Ron Ross

WHAT MAKES THIS SEMINAR UNIQUE ...

Business Focus:

Rather than platform - or system-driven, the techniques taught in this seminar are about capturing business rules in business terms, working directly with business partners and SMEs.

Decisions and Decision Tables:

Decision tables have been around longer than even software engineering. Yet many professionals have never focused directly on how to apply them successfully to business problems. This seminar offers you must-know skills in this area in combination with breakthrough insights about analysing operational business decisions.

Solid Grounding:

The seminar contains the distilled knowledge from decades of intensive experience in harvesting rules from a wide variety of industries, including insurance, banking, regulatory, inspections, utilities, transportation, and more. It is taught by the industry leader and pioneer in the field, with 20+ years of direct research and practice with business rules techniques. In addition, the techniques presented in this seminar are 100% compliant with OMG's standard for business vocabulary and business rules, SBVR.



Learning Objectives ...

- Conduct smarter, more effective business analysis
- Identify and analyse decisions in business processes
- Organise effective projects to harvest business rules
- Write clear, business-friendly rule statements
- Create robust decision tables
- Know what technique to use, and when
- Validate decision logic with business people
- Identify anomalies in decision logic and correct them early
- Perform concept analysis and develop a structured business vocabulary
- Develop appropriate visualisations, including fact models, decision structures, and dependency diagrams
- Develop smart Q&A dialogs as part of system design
- Establish comprehensive traceability for your business rules
- Develop a pragmatic rule management approach



SEMINAR & WORKSHOP OUTLINE ...

DAY 1.

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

Rule Reduction

- Basic principles for rule analysis
- Rules vs. facts
- Policy and governance to deployable rules
- 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

Concept Analysis

- What do terms really mean
- How you figure it out
- Why it really does matter
- Guidelines for definitions
- Do's and don'ts
- What every business analyst should know

WORKSHOP

Fact Models: Developing a Structured Business Vocabulary

- Guidelines for definitions
- Visualisation
- Developing facts - case studies
- Using rules for current business practices
- What to avoid
- Facts from rules

Class Exercises

Tips and Tricks

Challenging Your Rules

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

Class Exercises

Tips and Tricks

DAY 2.

What Decisions and Decision Logic are About

- Business process rules vs. business know-how rules
- Understanding your problem space
- The techniques you need to know

Decision Analysis

- What decision analysis is
- The elements of decisions
- Identifying cases and criteria
- Identifying outcomes
- What's the question
- How to establish scope
- How to refine scope
- How to handle exceptions
- How to keep the decision logic as simple as possible
- Slim decision logic

WORKSHOP

The Structure of Decisions

- Independent sub-decisions
- Diagramming decision structures
- Decision dependencies
- Shaping and refining the question
- How business motivation shapes the question and outcomes
- Metrics

Class Exercises

Tips and Tricks

Decision Tables: The Basics

- Boxing the decision
- How to set up the table
- Revisiting business processes
- How you can test if the decision logic is complete
- How facts and the fact model fit in
- Defaults
- Restrictions on criteria and outcomes
- Missing criteria
- How do you wrap it up
- Best practices

WORKSHOP

Decision Tables: Advanced 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
- Pre-emption and dependencies

Tips and Tricks

Class Exercises

The Next Steps

- Creating Q&A-based structured dialogs
- Developing a scheme for implementation

Tips and Tricks

Rule Management

Rule Management Demo

DETAILS

EVENT: Business Rules and Decision Analysis workshop

WHEN: 2-4 August

WHERE: Sydney

CONFERENCE FEE: \$2100 +GST

INFO/REGISTER: www.leonardo.com.au/RonRossinAustralia.html

EVENT: *What You Need to Know about Decisioning with Business Rules*
Ron G Ross Keynote Presentation Leonardo ProcessDays Conference

WHERE: Sydney

WHEN: 4.30-5.30pm Wednesday 28 July

CONFERENCE FEE: \$1950 +GST

INFO/REGISTER: www.leonardo.com.au/EDU-ProcessDays.html

