

17-18 November 2011,  
London

Fee £1095 + VAT  
Group Booking & Series  
Discounts Available

### Business Analysis Series

Building and Using a Business  
Process Architecture

12-14 October 2011, London  
20-22 February 2012, London

Working with Business  
Processes

10-11 October 2011, London  
23-24 February 2012, London

Business Rules & Decision  
Analysis Masterclass

17-18 November 2011, London

Mastering the Requirements  
Process

17-19 October 2011, London  
20-22 February 2012, London

Mastering Business Analysis

3-4 November 2011, London

19-20 April 2012, London

### Series Discounts

Attend more than one seminar in this  
series and you will be entitled to the  
following discounts:

2nd course	10%
3rd course	15%
4th course	20%
5th course	25%

### Group Booking Discounts

20% discount for 5 or more  
registrations made at the same time.  
We regret that this offer cannot be  
used in conjunction with the Series  
Discount or any other discount.

"Interactive. Listens. Provides  
real life examples."  
Colin Woods, Technical Architect,  
Virgin Mobile

## Presenter



Ronald G. Ross is a  
Principal of Business  
Rule Solutions, LLC.  
Mr. Ross is also  
Co-Founder and  
Executive Editor of

www.BRCommunity.com, home  
of the *Business Rules Journal*. He  
has authored eight professional  
books over his 35-year career,  
including *Business Rule Concepts*  
(3rd ed., 2009) and *Principles  
of the Business Rule Approach*  
(Addison-Wesley, 2003). He is  
Chair of the annual Business  
Rules Forum, part of the Building  
Business Capabilities (BBC)  
event, the official conference  
of the IIBA. He was a charter  
member of the Business Rules  
Group in the 1980's and editor  
of its two landmark papers,  
*Business Motivation Model* (on  
business strategy and business  
rules) and the *Business Rules  
Manifesto*. He is also active in the  
OMG standards development  
for business vocabulary, business  
rules, and decision models. Mr.  
Ross is internationally recognized  
as the "father of business rules."

### In-House Training

For an in-house presentation  
of this or any other IRM UK  
seminar, please contact us on:  
T: +44 (0)20 8866 8366  
E: customerservice@irmuk.co.uk

# Business Rules and Decision Analysis 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 pragmatic 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

### 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

#### Concept Analysis

- What terms really mean and how you figure it out
- Guidelines for definitions
- Do's and don'ts
- What every Business Analyst should know

### Workshop

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

- Visualization
- Developing facts - 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

#### Challenging Your Rules

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

### 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 3 of the most popular books in the space:
  - *Business Rule Concepts (Second Edition)*
  - *Principles of the Business Rule Approach*
  - *The Business Rule Book*
- All delegates will receive a free copy of Ron Ross's book *Business Rule Concepts (3rd Ed.)*, 2009
- The most up-to-date ideas and hands-on best practices in business rules and decisioning
- 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.

**GROUP DISCOUNTS:** 20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Series Discount or any other discount.

**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.

**UK Delegates:** Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

**Non-UK Delegates:** Please check with your local tax authorities.

**Cancellation Liability:** In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

**Cancellation Policy:** Cancellations must be received in writing at least two weeks before the commencement of the event and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the event date will be liable for the full fee. Substitutions can be made at any time.

### 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

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

Please tick here if you are unable to attend a seminar but would like your name added to our mailing list.


### IRM UK Strategic IT Training Ltd

IRM UK are specialist in strategic IT training for IT & business professionals and managers. Our carefully selected presenters have superior technical knowledge, teaching skills and a wide range of practical business experience. They are some of the most influential technologists, methodologists and original thinkers in IT today. Noted for the participation of top level decision makers from both the corporate, user and vendor communities, and the lucid analysis of critical strategic and management issues, our events are condensed and rigorous combining technical explanations with management advice and discussions of future directions. Please visit our website for comprehensive information on our events and speakers [www.irmuk.co.uk](http://www.irmuk.co.uk).


### How to Register

 e-mail: [customerservice@irmuk.co.uk](mailto:customerservice@irmuk.co.uk)

 website: [www.irmuk.co.uk](http://www.irmuk.co.uk)

 Fax: +44 (0) 1923 828 770

 Post: IRM UK Strategic IT Training Ltd  
1st Floor, Park Farm House, Ducks Hill Road,  
Northwood, Middlesex HA6 2NP, UK

 Phone: +44 (0)20 8866 8366

## Registration Form

Organisation .....

Address .....

City ..... Postcode .....

Country .....

Telephone ..... Fax .....

e-mail .....

Booking made by .....

Approving Manager ..... Position .....

Please tick here if this completed form confirms your telephone registration.

### Delegate details

1. Surname ..... Mr/Ms/Mrs/Dr

First Name ..... Direct tel: .....

Job Title ..... e-mail: .....

Event name & date .....

2. Surname ..... Mr/Ms/Mrs/Dr

First Name ..... Direct tel: .....

Job Title ..... e-mail: .....

Event name & date .....

3. Surname ..... Mr/Ms/Mrs/Dr

First Name ..... Direct tel: .....

Job Title ..... e-mail: .....

Event name & date .....

Billing address if different from above .....

BOOKING CODE MUST BE QUOTED WHEN REGISTERING

**BOOKING CODE = WBD**

**Payment details:** Please note that full payment or a purchase order is due prior to commencement of the conference

Please tick appropriate method of payment:

**Cheque:** drawn on a UK bank, enclosed for £ ..... made payable to IRM UK Strategic IT Training Ltd

**Purchase Order Number** .....

**Bank Transfer** (Please attach a copy of your bank transfer order to this booking) Contact IRM UK for our bank details on +44 (0)20 8866 8366. When paying by bank transfer, please ensure that the order includes the following details: the Conference Title, the Delegate Name, and your Company Name. Please ensure the full amount is paid, including VAT.

**Credit Card**

American Express  Visa  Mastercard  Eurocard  Delta  
Please charge £ ..... to my account

Name on credit card (please print) .....

Cardholder's Signature .....

Date .....

Account Number

Expiry Date     Security Code

Credit card Billing Address if Different from above .....

**Data Protection** The personal information that you provide will be held on a database by IRM UK. We may occasionally release your details to other reputable companies. If you would like to be included in this service please tick the box.