



DEENA CHADWICK

THE COMMONSENSICAL BA

SPEAKER • AUTHOR • COACH

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Very engaging, and did not disappoint. Those truly are advanced techniques.

— Tamara Cople



Fantastic experience, and very knowledgeable speaker with some great information.

— Marcus Wynwood

Popular Speaking Topics

Gather Requirements Like An FBI Agent

- Natural Human Instincts
- Conversational Requirements Gathering
- How to Identify Resistance

Communication has a 93% Failure Rate

- 4 Steps In Effective Communication
- How to Mitigate Miscommunication
- Indirect & Remote Communication

Forward Thinking • Not Backlog Thinking

- Differences Between Vision, Strategy, & Tactics
- Design thinking, Disruptive thinking, Forward thinking
- Avoid Patchwork Enhancements

Decisions | Decisions | Decisions

- Understand Fact-Based Decision Making
- Top 5 Prioritization Techniques
- Learn How To Avoid Common Mistakes

Stakeholders Are People Too!

- Learn How to Identify Key People (Stakeholders / SMEs)
- Learn How to Effectively Communicate With Key People
- How to Activate Key People Who Are Not Engaged

Deena Chadwick, The CommonSensical BA, has built a solid reputation for being an expert in project and product Delivery. Her topics include scope definition, requirements management, stakeholder management, communication and collaboration, design thinking, and solution optimization. Deena is known for her ability to infuse innovative processes and best practice techniques. Deena has been invited as keynote and guest speaker at BBC, IIBA & PMI chapter meetings, Project Summit, BA World, BADDs, colleges and more.



Author of the CommonSensical Series

Created initially as guides for PMs, BAs, and Product Owners, this series has grown beyond ebooks into games, courses, and interactive videos. It focuses on bringing Common Sense back to the complex world of interactive project delivery.

