



# Master *of* Insurance Business Analysis Designation Class

Defining, Designing, Verifying and Deploying Outstanding Business Solutions

**The Systems Development Methodology Continuum:  
From Waterfall to Agile Best Practices**

**Requirements and Story Boarding  
Elicitation, Validation, Verification,  
Traceability & Management**

**Enterprise Analysis, Business  
and IT Architecture;  
Applications and Integration**

**Commercial Off the Shelf  
Software (COTS): Selection,  
Disciplined Adaption and Rapid  
Deployment**

**Data Essentials, Analytics and  
Multi-Dimensional Data Base  
Design Fundamentals**

**Building the Business Case &  
the Ten Essential Components  
of an Effective Scope Document**

**Financial Boot Camp for Subject  
Matter Experts, IT Professionals,  
Business Analysts, and Project  
Managers**

**Purging & Preventing Scope  
Creep, Prioritization Approaches,  
and Stakeholder Management**

**Joint and Rapid Application  
Development;  
SCRUM Master Fundamentals,  
Tools & Techniques**

**Business Process and Customer  
Experience Journey Mapping  
and Design**

**User Centered Solution Design,  
Masterful Testing, Successful  
Implementation and Continuous  
Enhancement**

**Essential Social Skills: Flawless  
Facilitation, Influencing Without  
Authority and Communicating  
for Results**



## **Mastering and Applying Insurance Business Analysis Best Practices – Earn your MIBA**

Designation through a robust professional development program customized to the unique requirements of insurance professionals & leaders

**April 27-29, 2022  
Virtual Distance  
Learning**

# The Designation

## The Challenge and The Opportunity

It makes all the difference in the world. Everything, every project, every success and every failure points to the pivotal importance of consistently and skillfully applying business analysis disciplines. All the forecasts by all the research groups were correct; the business analysis process required to significantly improve business performance, and assure project success, is continuing to grow in both criticality and complexity. Masterfully applying business analysis best practices is essential throughout the project life cycle and to advance the business to ever higher and more demanding standards of excellence.

Time is of the essence. No longer can insurance organizations tolerate the often agonizingly slow pace of initiatives. Failure is not an option. No longer can insurance organizations tolerate efforts that fall behind, run over budget, or simply miss the mark. Mediocrity is not an option. Projects must indisputably be successful at achieving or surpassing objectives. Results must be captured, solutions must be user centered, robust and resilient. Problems must be solved – quickly with a sense of urgency and focused tenacity. Clearly, as never before, the increasingly multidimensional importance of the business analysis process presents both unprecedented challenges and opportunities to insurance leaders and professionals.

The Master of Insurance Business Analysis (MIBA) designation program provides a pathway to obtaining and applying outstanding business analysis skills, methodologies, and techniques – all within the context of insurance. The MIBA designation does this through an intense and compelling curriculum consisting of: Rigorous and complete course content; Supported by extensive insurance business examples and case studies; Reinforced through practice and application.

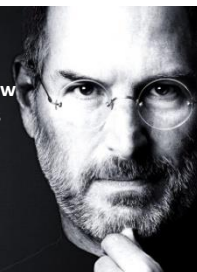
In this manner, the MIBA program provides a uniquely rewarding and highly relevant professional developmental experience – while delivering immediate and tangible benefits to the enterprise. Essential knowledge is gained. Core disciplines and methodologies are learned. Skills are honed. The latest tools and techniques are grasped. Mutually rewarding business relationships are enhanced. Projects and initiatives are significantly improved. Business performance accelerates.

**Information technology and business are becoming inextricably interwoven. I don't think you can talk meaningful about one without talking about the other. - Bill Gates**



**Everyone here has the same sense that right now is one of those moments when we are influencing the future.**

**- Steve Jobs**



# Defining, Designing, Verifying and Deploying Outstanding Business Solutions

## The MIBA Designation Program Is Particularly Robust, Content Rich, and Practical

The MIBA faculty present topics in a highly compelling manner; Underlying concepts are clearly and fully explained with an emphasis on readily applicable tools and techniques. Course content comes to life through highly interactive and dynamic instruction supported by extensive use of insurance examples and case studies. "Work-Out" sessions that are conducted throughout the MIBA designation class provide candidates the opportunity to practice and apply newly learned methodologies and techniques. The entire MIBA designation program is designed to deliver a powerful and pragmatic learning experience – a learning experience that is truly unique and immensely rewarding for MIBA class participants and their sponsoring firms.

The MIBA designation class can only support a limited number of attendees to ensure the highest quality of learning. The program is content rich. It is a highly interactive, intense development program dedicated to rapidly advancing the knowledge, skills, performance and industry recognition of insurance professionals dedicated to building and accelerating outstanding business solutions.

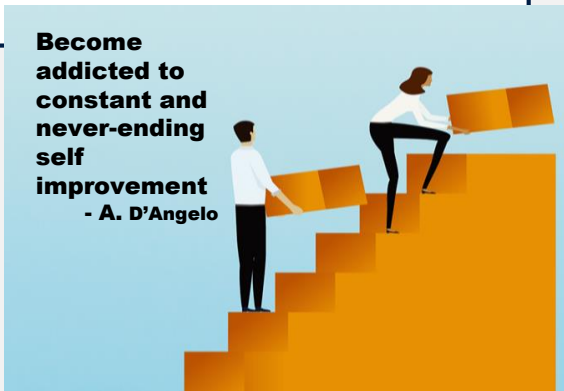
## Who Should Participate

The MIBA designation and conference is designed to better enable all those who contribute to improving business performance and the project capabilities of insurance firms. The business analysis process and skill set embraces an ever widening and diverse group of industry leaders and professionals including:

- |   |  |
|---|--|
| : : Project Managers and Business Analysts    | : : Application Developers and Designers |
| : : Technology Executives and Professionals   | : : Business and IT Architects           |
| : : Process Designers and Owners              | : : Business Integrators and QA Staff    |
| : : Product Managers                          | : : Digital, Web & UX Designers          |
| : : Systems Designers and System Analysts     | : : Customer Experience Managers         |
| : : Internal Consultants & Business Advocates | : : Business Unit Heads                  |
| : : Operational Managers and Professionals    | : : Subject Matter Experts               |
| : : Financial Managers and Professionals      | : : Actuarial Managers and Professionals |
|   | : : User Community Members               |
|   | : : Strategic Planners and Practitioners |

**Excellence is  
not a  
destination;  
It is a  
continuous  
journey that  
never ends.**  
- Brian Tracy

**Become  
addicted to  
constant and  
never-ending  
self  
improvement**  
- A. D'Angelo



# The Process & Class Arrangements

## The Master of Insurance Business Analysis (MIBA) Designation Process

The MIBA Designation provides candidates a uniquely powerful learning experience as well as the opportunity to attain and communicate a high standard of professional recognition throughout the insurance industry. The MIBA Designation involves four steps:

**Step 1 – MIBA Designation Application:** Each MIBA candidate completes and submits a MIBA Candidate Registration Form as contained within this brochure. As part of the application process, candidates are reviewed to ensure the applicant's qualifications, industry experience and current responsibilities.

**Step 2 – Pre-MIBA Designation Class Preparation:** A few weeks prior to the MIBA Designation Class, candidates will be provided a prep package of articles and case studies for their review along with the MIBA textbook.

**Step 3 – MIBA Designation Conference Participation:** MIBA candidates participate in a three day conference which covers the essential bodies of knowledge, tools, techniques, methodologies and insurance case studies

**Step 4 – Completion of the MIBA Designation Exam Project:** At the close of the MIBA Designation Conference, candidates are provided a take-away exam project exercise. The MIBA Exam Project provides candidates the opportunity to review, summarize and apply key learnings and is intended to be completed with approximately 20-30 hours of additional effort. This exam project approach is designed for rapid adult learning and is very effective in reinforcing key framework concepts, terminology and methodologies. Successful completion of the MIBA Exam Project results in the awarding of the MIBA Designation.

**"Thank you for conducting such a phenomenal class!"** - Chubb

**"It was a pleasure taking the MIBA Class and I was amazed by the magnitude of the immediately applicable content covered"**

- Great American

**"We appreciate the time the CIOP Institute has taken to create the outstanding MIBA educational experience. It is second to none."**

- Hartford Insurance

**"The MIBA Class was a great experience, and I am already applying the tools and techniques we covered in class."**

- USAA

**"The MIBA class was THE BEST class I have ever attended during my career in the Insurance Industry."**

- Secura Insurance

**"Thank you for such a great class – Incredibly and immediately beneficial."**

- Nationwide Insurance





# The Class

## MIBA Designation Class Syllabus

The MIBA Designation Class provides a very deep and broad content rich presentation of all the critical concepts, cutting-edge techniques, and skills associated with the insurance business analysis process, disciplines and best practices. Appreciating the amount of critical material presented, the teaching approach is quite rigorous and dynamic with a uniquely high level of class interaction. Instruction moves rapidly through underlying concepts, the fundamental bodies of knowledge, and insurance examples, illustrations and real world applications. Topics that comprise the MIBA Designation Class include:

### Business Analysis Foundation and Fundamentals

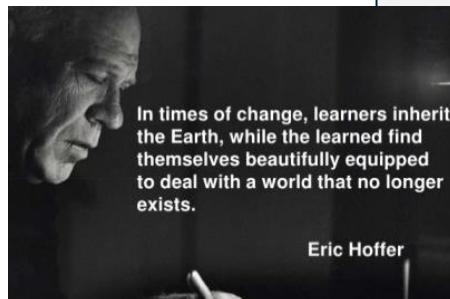
- : : System Development Frameworks, Models & Processes
- : : Waterfall and Spiral Models
- : : Agile Development Models
- : : Project Accelerators and Practices
- : : Rational Unified Process
- : : Extreme Programming and Rapid Development
- : : Scrum Concepts and Techniques
- : : User Experience Models and Body of Knowledge
- : : The Business Analysis Bodies of Knowledge
- : : Traditional Functional Requirements & Story Boarding
- : : Business Analysis Planning & Control
- : : The Business Solution Life Cycle
- : : Business Analysis and the Insurance Digital Journey

### Enterprise Analysis – Connecting Needs and Solutions

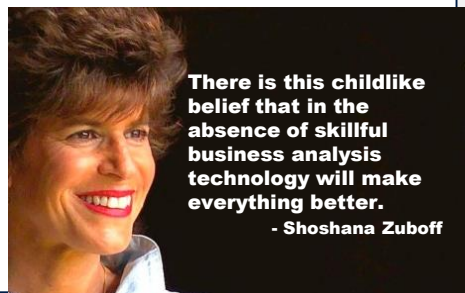
- : : Masterful Business Needs Identification
- : : Solutions Scoping and Managing Constraints
- : : Enterprise Architectures and Models
- : : Enterprise Analysis Techniques & Toolkit
- : : Root Cause Analysis & Techniques
- : : Risk Analysis and Mitigation
- : : Performing Business Gap Analysis
- : : Commercial Off the Shelf (COTS) Due Diligence
- : : Project Governance & Decision Rights
- : : Improving Business Performance Through Analytics

### Elicitation of Business Requirements

- : : Overview of Elicitation Best Practices
- : : Elicitation Planning and Pre-project Success
- : : The Project Complexity Model
- : : Statement of Work Design and Documentation
- : : Elicitation Tasks, Elements and Techniques
- : : Stakeholder and User Identification and Analysis
- : : Fulfilling Elicitation and Requirements



The 2022 Master of Insurance Business Analysis (MIBA) designation class will be conducted through the CIOP Institute's Virtual Distance Learning Platform from 9:00am – 5:00pm Wednesday April 27<sup>th</sup> and Thursday April 28<sup>th</sup>. The Friday April 29<sup>th</sup> session will be conducted from 9:am to 4:00pm



# The Class

## Elicitation of Business Requirements (continued)

- : Project Life Cycle Determinations
- : Elicitation Workshops and Discovery Process
- : Elicitation Interviewing, Surveying and Documentation
- : Identifying and Analyzing Dependencies and Interfaces

## Requirements Analysis, Management & Communication

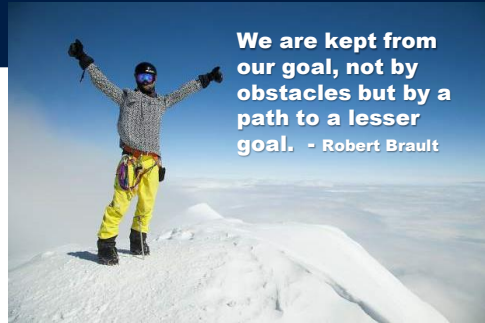
- : Organizing, Documenting and Prioritizing Requirements
- : Clarifying Assumptions, Constraints and Dependencies
- : Business, Functional and Supplemental Requirements
- : Requirements Analysis Techniques, Methods and Tools
- : Verifying and Validating Requirements
- : Navigating the Requirements Approval Process
- : Packaging and Communicating Business Requirements
- : Managing Requirements Traceability and Re-use
- : Agile Story Boarding Techniques and Practices
- : Prototyping Approaches and Requirements Management
- : Forging Linkage between Innovation and Requirements

## Solution Design, Assessment, Validation & Implementation

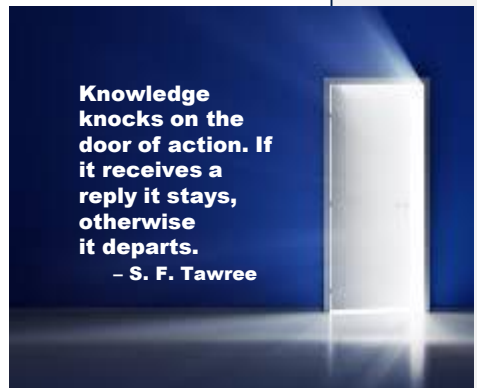
- : Contributing to Design – Building Design Constructs
- : Design Techniques and the Business Analysis Tool Box
- : Simplifying the Design Solution
- : Rapid and Joint Application Design & Development
- : SCRUM Design & Build Sprints
- : Requirements and Functional Decomposition
- : Writing and Testing Business Rules
- : Design Prototyping and Requirements Matching
- : Defining Acceptance & Evaluation Criteria
- : Crafting and Applying Flawless Testing
- : Validating the Solution and Resulting Performance
- : Defining and Managing Transitions
- : Documenting and Packaging the Solution
- : Point-of-Implementation Readiness Engineering
- : Implementation Planning & Execution

## Interpersonal Skill Building

- : Influencing Without Authority
- : Flawless Facilitation
- : Building Mutually Beneficial and Lasting Relationships
- : Managing Your Brand and Self Development
- : Communicating for Results
- : Understanding and Managing Behaviors
- : Emotional Intelligence for Project Team Members



**We are kept from our goal, not by obstacles but by a path to a lesser goal. - Robert Brault**



**Knowledge knocks on the door of action. If it receives a reply it stays, otherwise it departs.**  
- S. F. Tawree





# Master of Insurance Business Analysis (MIBA) Designation Class

**April 27-29, 2022**  
**Virtual Distance Learning**

## HOW TO REGISTER



Phone:  
866.930.CIOP



Fax:  
866.308.9686



Mail: CIOP Institute  
2051 Craigmore Dr.  
Suite 200  
Charlotte, NC 28226



## VIRTUAL DISTANCE LEARNING

The 2022 MIBA designation session will be conducted through the CIOP Institute's virtual learning platform. Participants will experience the renowned MIBA professional development program in a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance in preparing for, and throughout, the class. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



## REGISTER EARLY!

Attendance is intentionally limited to support the highest degree of interactive learning. Please register early to avoid being wait-listed

## APPLICATION & REGISTRATION FORM

NAME

TITLE & DEPARTMENT

COMPANY NAME

PHYSICAL BUSINESS MAILING ADDRESS

CITY, STATE, ZIP/POSTAL CODE

TELEPHONE

E-MAIL

**TUITION:** \$2,575 before April 15<sup>th</sup> – \$2,775 after April 15<sup>th</sup>

**DISCOUNTS:** 5% for CIOP, 10% for 3+, 20% for 5+

## PAYMENT METHOD

CREDIT CARD PAYMENT FOR \$ \_\_\_\_\_

Credit Card Number (VISA, MC, AMEX only)      Expiration Date

☐ I prefer to pay by check. Please use the credit card information above to guarantee my registration. I understand that if my check is not received within four weeks prior to the conference the CIOP Institute will charge my credit card. Please make payable to the CIOP Institute, 2051 Craigmore Dr. – Suite 200, Charlotte NC 28226

## TERMS & CONDITIONS

- Cancellations and transfers can be accommodated up to April 1<sup>st</sup> - An administrative charge of \$500 will be assessed cancellations and transfers
- Payment must accompany registration and payable in US Dollars

**The CIOP Institute**  
**243 5<sup>th</sup> Ave. - Suite 705**  
**New York, NY 10016**

## **FIRST CLASS**



### **Introducing Virtual Distance Learning**

Utilizing the CIOP Institute's virtual learning platform you can now experience our renowned professional and leadership development programs in a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



Our virtual remote learning approach is exactly the same as our on-company-site and centrally conducted programs; High impact content delivered through engaging instruction that enables participants to excel in their current position while preparing them for the higher responsibilities they aspire to.

**CIOP Institute**  
**866.930.CIOP**  
**[www.CIOPInstitute.com](http://www.CIOPInstitute.com)**