



# Concept Modelling for Business Analysts

Making Data Modelling a Vital Technique

Half day workshop  
by Alec Sharp

**AdeptEvents**

- Understand the essential components of a concept model
- Learn techniques that support the active participation and engagement of business professionals and subject matter experts
- Develop conceptual and logical models quickly using repeatable and Agile methods
- Critical distinctions among conceptual, logical, and physical models
- Using concept models to discover use cases, business events, and other requirements
- Interesting techniques to discover and meet additional requirements

**LANGUAGE**  
English

**VENUE**  
Utrecht / Hilversum

**TIME**  
9:00 – 12:30 hours

**REGISTRATION**  
[www.adeptevents.nl](http://www.adeptevents.nl)





# Concept Modelling for Business Analysts

## Making Data Modelling a Vital Technique

Whether you call it a conceptual data model, a domain model, a business object model, or even a “thing model,” the concept model is seeing a worldwide resurgence of interest. Why? Because a concept model is a fundamental technique for improving communication among stakeholders in any sort of initiative. Sadly, that communication often gets lost – in the clouds, in the weeds, or in chasing the latest bright and shiny object. Having experienced this, Business Analysts everywhere are realizing Concept Modelling is a powerful addition to their BA toolkit. This session will even show how a concept model can be used to easily identify use cases, user stories, services, and other functional requirements.

Realizing the value of concept modelling is also, surprisingly, taking hold in the data community. “Surprisingly” because many data practitioners had seen concept modelling as an “old school” technique. Not anymore! In the past few years, data professionals who have seen their big data, data science/AI, data lake, data mesh, data fabric, data lakehouse, etc. efforts fail to deliver expected benefits realise it is because they are not based on a shared view of the enterprise and the things it cares about. That’s where concept modelling helps. Data management/governance teams are (or should be!) taking advantage of the current support for Concept Modelling. After all, we can’t manage what hasn’t been modelled!



The Agile community is especially seeing the need for concept modelling. Because Agile is now the default approach, even on enterprise-scale initiatives, Agile teams need more than some user stories on Post-its in their backlog. Concept modelling is being embraced as an essential foundation on which to envision and develop solutions. In all these cases, the key is to see a concept model as a description of a business, not a technical description of a database schema.

This workshop introduces concept modelling from a non-technical perspective, provides tips and guidelines for the analyst, and explores entity-relationship modelling at conceptual and logical levels using techniques that maximise client engagement and understanding. We’ll also look at techniques for facilitating concept modelling sessions (virtually and in-person), applying concept modelling within other disciplines (e.g., process change or business analysis,) and moving into more complex modelling situations. Drawing on over forty years of successful consulting and modelling, on projects of every size and type, this session provides proven techniques backed up with current, real-life examples.

### Topics include:

- The essence of concept modelling and essential guidelines for avoiding common pitfalls
- Methods for engaging our business clients in conceptual modelling without them realizing it
- Applying an easy, language-oriented approach to initiating development of a concept model
- Why bottom-up techniques often work best
- “Use your words!” – how definitions and assertions improve concept models
- How to quickly develop useful entity definitions while avoiding conflict
- Why a data model needs a sense of direction
- The four most common patterns in data modelling, and the four most common errors in specifying entities





|     | GH1 | GH2 | GH3 | GH4 |
|-----|-----|-----|-----|-----|
| GH1 | 254 | 254 | 274 |     |
| RDW | 656 | 754 | 273 |     |
| MS  |     | 144 | 364 |     |
|     |     | 274 | 153 |     |

- Making the transition from conceptual to logical using the world's simplest guide to normalisation
- Understand "the four Ds of data modelling" – definition, dependency, demonstration, and detail
- Tips for conducting a concept model/data model review presentation
- Critical distinctions among conceptual, logical, and physical models
- Using concept models to discover use cases, business events, and other requirements
- Interesting techniques to discover and meet additional requirements
- How concept models help in package implementations, process change, and Agile development

### Learning Objectives:

- Understand the essential components of a concept model - things (entities) facts about things (relationships and attributes) and rules
- Use entity-relationship modelling to depict facts and rules about business entities at different levels of detail and perspectives, specifically conceptual (overview) and logical (detailed) models
- Apply a variety of techniques that support the active participation and engagement of business professionals and subject matter experts

- Develop conceptual and logical models quickly using repeatable and Agile methods
- Draw an Entity-Relationship Diagram (ERD) for maximum readability
- Read a concept model/data model, and communicate with specialists using the appropriate terminology.

### Who is it for?

Roles that are currently benefitting from this workshop include:

- Specialist data modellers, data architects, data analysts, and DBAs who wish to hone their skills.
- Business analysts, business architects, enterprise architects, and application architects
- Application / solution developers (especially on Agile teams)
- Business professionals, Subject Matter Experts, and Project / Programme Managers involved in the analysis, design, and development (or selection and configuration) of a system.
- BI (Business Intelligence) professionals, DW (Data Warehouse) professionals, big data specialists, data scientists, analytics specialists, and data lake implementers.



## ALEC SHARP

**ALEC SHARP**, a senior consultant with Clariteq Systems Consulting, has deep expertise in a rare combination of fields – business-oriented data modelling, business process analysis and redesign, and business analysis and requirements specification. Increasingly, his work involves facilitation, organisational change, and project recovery. His 40 years of hands-on consulting experience, practical approaches, and global reputation in model-driven methods have made him a sought-after resource around the world.

Alec is also a popular speaker at conferences related to Business Process Management, Business Analysis, and Data Management, mixing content and insight with irreverence and humour.

Alec literally wrote the book on business process modelling, "Workflow Modelling: Tools for Process Improvement and Application Development, Second Edition." Popular with process improvement specialists, business analysts, consultants, and business professionals, it is consistently a top-selling title on business process modelling, analysis, and design, and is widely used as an MBA textbook.

He was awarded DAMA's Professional Achievement Award, a global award given to one professional a year for contributions to the Data Management profession.

Alec's educational workshops are conducted virtually and in-person at many well-known organisations. These include *Business-Oriented Data Modelling*, *Business-Oriented Data Modelling – Masterclass*, *Working With Business Processes*, *Advanced Business Process Techniques*, and *Model-Driven Business Analysis Techniques*. His classes are practical, energetic, and fun, consistently earning "excellent" ratings.

## Information

### DATE AND TIME

The workshop will take place on March 28, 2024 from 9 am to 12:30. We may continue to run this course once or twice a year with the exact date and time available on our website.

In case of virtual half day sessions, the programme starts at 1:30 pm and ends at 5:00 pm. Please log in well in advance to check your video and audio settings.

### VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

### HOW TO REGISTER

Please register online at [www.adeptevents.nl](http://www.adeptevents.nl). For registering by print, please scan the completed registration form and send this or your Purchase Order to [customerservice@adeptevents.nl](mailto:customerservice@adeptevents.nl). We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

### REGISTRATION FEE

Taking part in this half-day workshop will only cost € 351,- when registering 30 days beforehand and € 390,- per person afterwards. This also covers documentation and lunch.

If combined with attending our DW&BI Summit on March 27th, 2024, the fee will be € 333,- when registering 30 days beforehand and € 370,- Euro per person afterwards.

In case of virtual delivery, the registration fee is € 297,- when registering 30 days beforehand and € 330,- per person afterwards (excl. 21% Dutch VAT).

In completing your registration form you declare that you agree with our **Terms and Conditions**.

### Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts. All prices are VAT excluded.

### PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

**Payment by credit card** is also available. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our **customer service page**.

### Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

### Cancellation Liability

In the unlikely event of cancellation of the workshop for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the workshop.

### MORE INFORMATION



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