



## **Business Architecture – A One Day “C-Suite” Briefing**

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Bringing clarity to the marketing madness, and technobabble that surrounds Business Architecture, this helpful, no-nonsense C-Suite briefing sheds light on this poorly understood yet vitally important topic. The briefing helps business executives and technology management professionals understand the value of REAL Business Architecture, and the process of building a Business Architecture appropriate to their organization's needs, that enables the business strategy.

Business Architecture is the rethinking of how business planning and information technology can support each other to achieve strategic goals. This briefing will illuminate how an organization and its stakeholders can achieve its strategic objectives, through the development of a series of agile and cyber-secure models and project initiatives.

This briefing will elaborate how Business Architecture is used to enable business strategy, outline a straightforward six-week human-consumable Business Architecture development process, that is field tested, and practiced by organizations around the world.



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### Briefing Outline

- 1) Business Architecture and the Business
  - a) The Case for Change
  - b) The Concepts for Change
  - c) Accelerating Implementation (Business Change Implementation and Technology Change Implementation) in the Face of Accelerating Change
- 2) Definitions
  - a) Framework
  - b) Methodology
  - c) Architecture
  - d) Implementation
  - e) Project Management
  - f) Business Architecture
    - i) Architecture Models
      - (1) Motivation/Goals
      - (2) Function/Process
      - (3) Data Groups
      - (4) Organization/People
      - (5) Location/Network
      - (6) Event/Timing
    - ii) Implementation/Relationship Models
      - (1) Business
      - (2) Application
      - (3) Implementation
      - (4) Technology
      - (5) Other Common Implementation Models
  - g) “As-Is” and “Desired-State” Models
  - h) Governance
- 3) Demystifying Business Architecture for the Non-Practitioner



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- a) The Analogies
- b) Justification Approaches
  - i) Value to the CEO
  - ii) Value to the CIO
  - iii) Value to Stakeholders
- c) What Works (and what doesn't)
- d) Business Vocabulary
- e) Creating a Business Architecture Charter
- 4) The Business Architecture Development Methodology
  - a) Purpose of “Plan the Plan”
  - b) Establishing Architecture Scope
  - c) Defining Architecture Deliverables
  - d) Major Tasks