BIZ ARCH MASTERY

ARCHITECTING FOR IMPACT:
ALIGNING ESG & BUSINESS OUTCOMES FOR SUCCESS

COURSE DESCRIPTION

Course Overview

As an ESG leader, you are charged with driving meaningful direction—impact that aligns the organization's sustainability goals with broader business outcomes. Achieving this requires a holistic approach that recognizes the interconnections and impacts across an organization and its ecosystem. However, many organizations lack a shared mental model of their operations, which is crucial for effective ESG efforts. Additionally, sustainability initiatives can become siloed or disconnected from the broader strategic and operational context, limiting their ability to drive cohesive, system-wide change.

> *What if you had a comprehensive business context to design, innovate, transform, and reimagine your organization for greater sustainability and impact while unlocking synergies across business strategy, project portfolios, and operations?*

Business architecture is increasingly recognized as a key enabler of strategy execution and transformation. It provides a holistic blueprint of an organization—or an entire business ecosystem—that offers a clear, shared understanding of how an organization is structured to deliver value to its customers or constituents and support its operations. The holistic views of business architecture:

- ✔ Serve as a keystone for the intentional and sustainable design of organizations and business ecosystems, bringing stakeholders together to work towards a common future state

- ✔ Provide the golden thread to translate and continually align strategy with execution from end-to-end

- ✔ Inform holistic business decision-making across areas such as customer experience, investments, cost management, risk and compliance, responsible AI use, and more

Business architecture provides the essential business context to not only enhance your ESG efforts but also align them with the broader strategy, execution, and operations of the organization. By integrating ESG goals with other business objectives through business architecture, you create a powerful force multiplier, amplifying impact across the entire organization.

> ***Architecting for Impact*** *is a 4-week Cohort Course that equips ESG professionals to leverage the holistic perspective of business architecture to advance their ESG impact and agenda while maximizing business value.*

By the end of this interactive course, you will gain a solid knowledge foundation along with the practical tools, techniques, and principles for using business architecture to drive measurable, systemic change. You will develop a pragmatic roadmap and engagement model to guide alignment and move into action — no matter where your organization is on its ESG journey.

The Value of Business Architecture for Sustainability

These insights from sustainability leaders highlight the power of leveraging business architecture for sustainability.

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> **"It is important to give strategy a structure and make your business model and product portfolio part of your sustainability strategy.**
>
> **Business architecture provides a great toolset and structure for this."**
>
> *– Daniel Obst, LinkedIn Top Voice Sustainability, Transformation Consultant, and Speaker for Sustainability*
> *Business Architecture Meets Sustainability, Part 1*

> **"Business architecture is a twin sister of the circular economy. We are both concerned with stakeholders, traceability to products, value streams, and many of the same perspectives.**
>
> **Rethinking and redesigning value is at the core of shaping the circular economy. Applying business architecture perspectives will make it safer and build more confidence among stakeholders to innovate for circularity."**
>
> *– Cathrine Barth, Head of Circular Economy Strategy at Natural State, Assistant Professor, Managing Partner at Nordic Circular Hotspot*
> *Business Architecture Meets Sustainability, Part 3*

> **"...it's really important to have a structured approach, and that's why business architecture is such a paramount discipline to be able to explain complex topics in a simple way."**
>
> *– Niklas Sundberg, Chief Digital Officer (CDO) & Senior Vice President at Kuehne+Nagel and Author of the Sustainable IT Playbook for Technology Leaders*
> *Business Architecture Meets Sustainability, Part 5*

Course Outcomes

*After completing **Architecting for Impact**, you'll be able to:*

✓ **Articulate** the concepts and value of business architecture to help achieve ESG goals

✓ **Leverage** practical canvases, blueprints, and techniques for ESG quick wins, decision-making, and other strategic applications

✓ **Integrate** ESG efforts with strategy, innovation, execution, and operations for maximum business impact

✓ **Apply** holistic thinking and business context to:

 ▸ **Measure** and **target** sustainability performance improvements

 ▸ **Inform** and **execute** sustainability strategies aligned with the broader business strategy

 ▸ **Embed** sustainability principles and directives into the organizational culture

 ▸ **Implement** sustainable business operations and sustainable IT practices

 ▸ **Ensure** compliance with environmental and social regulations

 ▸ **Design** and **redesign** the organization and its business model for sustainability and circularity

✓ **Move into action** on the concepts with a practical roadmap and engagement model to drive alignment and impact

Time Commitment

We suggest setting aside **4 hours per week** for live sessions (2 hours each), plus recommended pre-work.

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What's Included

🎙 **8-hours live**, **interactive sessions** (2 hours per week for 4 consecutive weeks) focused on instruction, hands-on practice, and peer collaboration

▶ **Video content** and **resources** to reinforce each topic

🚀 An **interactive workbook** with key takeaways and guided reflections to help you move into action on the concepts

📊 **Practical canvases** and **tools** to address specific ESG challenges and drive targeted outcomes

💬 **Opportunities to connect** and **collaborate** with high-caliber peers both live (virtual sessions) and through our engaging online platform
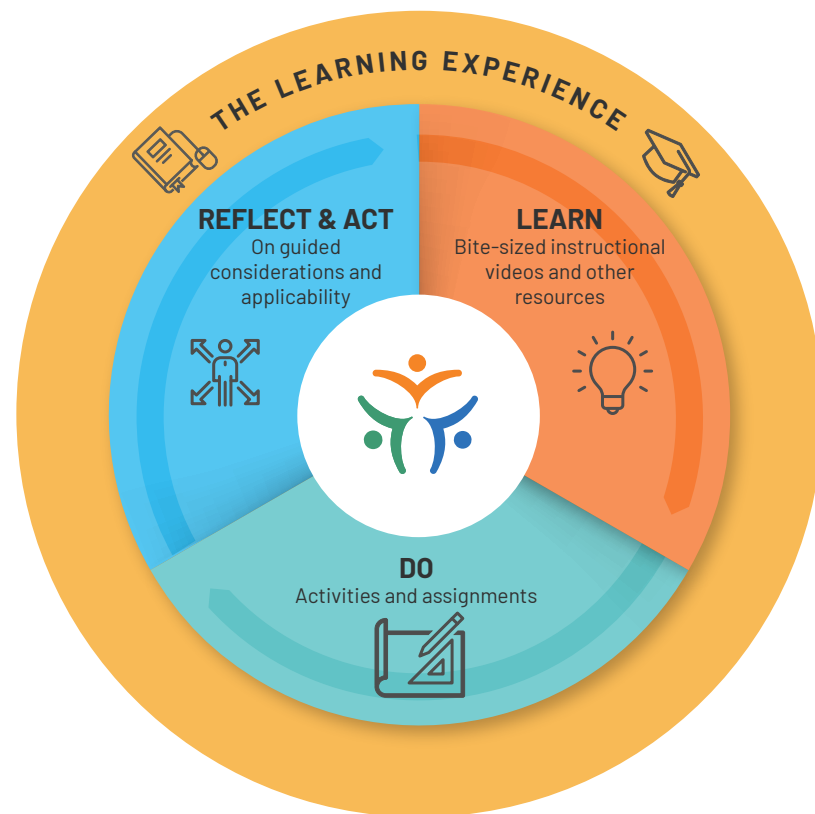
📖 **Complimentary eBook:** *Strategy to Reality: Making the Impossible Possible for Business Architects, Change Makers, and Strategy Execution Leaders* by Whynde Kuehn

Participants have access to the learning materials and collaboration space for an additional six months.
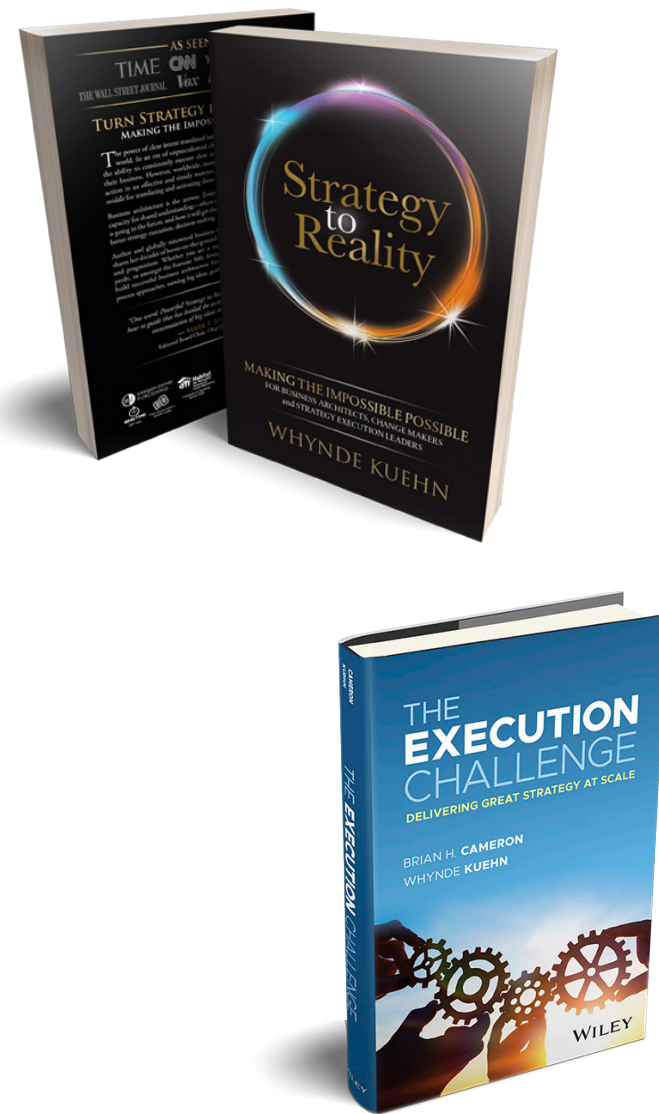
The Learning Experience

This learning experience is designed with care and intent to help you achieve the maximum results. We believe that the best learning happens with relevance, by doing, and in community.

We follow a three-step learning process: **Learn**, **Do**, and **Reflect & Act**. **Learn** introduces key concepts, **Do** provides hands-on practice during our live sessions, and **Reflect & Act** helps you evaluate, prioritize, and put the ideas into practical action within your organization.

Our approach to business architecture is strategic and business-focused, grounded in the global best practices and practical approaches that are proven and working for organizations around the world. This unique methodology is detailed in *Strategy to Reality*, a book provided to you at no cost with your participation.

Course Schedule

Week 1	**STRATEGY & EXECUTION** *Introduction to Business Architecture* *Sustainability + Strategy and Execution*	Gain an introduction to business architecture and discover how its holistic business blueprints and approaches can be leveraged to enhance ESG outcomes and initiatives. Engage in hands-on exploration of techniques that leverage business architecture to measure and target sustainability performance, inform and execute sustainability strategies and goals, and integrate them within the broader strategic and operational context.
Week 2	**OPERATIONS** *Sustainability + Business Operational Efficiency and Sustainable IT Practices* *Enhanced Approaches for Ensuring Compliance*	Gain an understanding of how ESG can be integrated into efforts to improve operational efficiency across the business and technology environments. Engage in hands-on exploration of techniques that leverage business architecture to improve business performance, optimize resource efficiency, drive sustainable technology decisions with a strategic business lens, and provide valuable context to strengthen compliance efforts.
Week 3	**INTENTIONAL & SUSTAINABLE DESIGN** *Designing the Organization for Sustainability and Circularity*	Gain an understanding of how business architecture blueprints and approaches can help to design, innovate, transform, or reimagine an organization for greater sustainability and impact. Engage in hands-on exploration of techniques that leverage business architecture to assess and reshape business models, value chains, business ecosystems, and product offerings to align with sustainability and circularity goals.
Week 4	**MOVING INTO ACTION** *Bringing the Ideas Together and Putting Them Into Practice*	Reflect on opportunities to apply the techniques within your organization. Define the ESG partnership ecosystem and engagement model needed to drive alignment and impact. Develop a practical roadmap to drive meaningful progress from any starting point.

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Meet Your Instructor

Whynde Kuehn is recognized globally as a highly sought-after thought leader, educator, and advisor in strategy execution, transformation, and the intentional and sustainable design of organizations and business ecosystems, enabled by business architecture. She has worked with an extensive array of organizations to build their capacity for end-to-end strategy execution, including Fortune 500 and global enterprises, governmental and non-profit organizations, social enterprises, startups, and cross-sector initiatives.

As the founder and managing director of the global management consulting practice S2E Transformation, Whynde helps clients bridge the gap between strategy and execution, catalyzing new ways of thinking and doing business. With a Master's degree in sustainability, she also serves as a senior advisor with Enlighten Advisory, driving meaningful progress for clients and society through projects that focus on building sustainable, ethical, and future-ready organizations.

As a pioneer of the business architecture discipline, Whynde is a co-founder of the Business Architecture Guild and founder of the learning community Biz Arch Mastery. She is also a fellow with the Institute for Digital Transformation.

Whynde is the author of the book *Strategy to Reality* and co-author of *The Execution Challenge*. She is also a contributing author to the book *Practical Sustainability*.

> "
> There is no voice more astute on the importance of and the proper execution of business architecture than Whynde Kuehn. Having worked alongside her for several years, I saw firsthand the impact she has on organizational transformation and strategy. The discipline of business architecture is needed in any modern and progressive organization and her perspectives and techniques in this space are essential."
>
> *– Toby O'Rourke, President & CEO, Kampgrounds of America, Inc.*