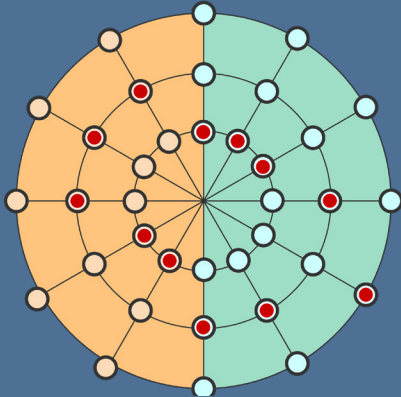


INSTRUCTIONS AND INTERPRETATION



The top critical success factor for a business architecture practice is having a clear, relevant value proposition to your organization, one that is continually delivered and understood by your colleagues and C-level executives. The following assessment will help you to evaluate your business architecture value from two perspectives: the *Internal Alignment* of your team and the *External Adoption* by others in your organization. The assessment is based on proven global best practices and informed by insights from the Business Architect Strengths study.

ASSESSMENT WORKFLOW



STEP 1: Take the Assessment – Participants should include the executive(s) ultimately accountable for business architecture within your organization, the leader of your business architecture practice/function, and potentially other key business architecture practitioners.



STEP 2: Have a Conversation – Compare your scores, discuss insights, and identify gaps and opportunities for individuals and your business architecture practice overall.



STEP 3: Take Action – Formalize your next steps into action plans for individuals and an enhancement roadmap for your business architecture practice.

INTERPRETING YOUR RESULTS

You may want to visualize your individual and collective results on a diagram such as the one shown above. Use the handy PDF template provided (file: S2E_Business_Architecture_Value_Assessment_Visualization.pdf). Click on the open circles to make a selection based on your results from the worksheets on the pages that follow.

A few common scenarios include...

- **Low Internal Alignment/Low External Adoption** – This scenario requires action. Start with Internal Alignment to define and agree upon your value and direction. Then, focus on External Adoption for key stakeholder groups.
- **High Internal Alignment/Low External Adoption** – With Internal Alignment in place, you have a solid foundation. Now start telling your story and scaling with a focus on External Adoption. Target key stakeholder groups first.
- **Low Internal Alignment/High External Adoption** – External Adoption is one of the most important and hardest things to do, so well done. However, if Internal Alignment is lacking, you can be sending confusing messages to the organization. Focus on creating clarity now and then adjust your External Adoption activities appropriately.



THE ASSESSMENT: INTERNAL ALIGNMENT

DEFINE

BUSINESS ARCHITECTURE VALUE PROPOSITION:

Our business architecture stakeholders and value proposition are documented, clear, and relevant.

ALIGN

BUSINESS ARCHITECTURE FOUNDATIONAL UNDERSTANDING:

Our business architecture leaders and team members have a consistent understanding of the discipline and role.

OWNERSHIP OF VALUE PROPOSITION:

Our business architecture leaders and team members understand, accept, and feel ownership for our defined business architecture value proposition.

MEASURE

MEASURING SUCCESS:

We capture our results and value delivered with business architecture through quantifiable metrics, success stories, surveys, and/or other methods.

TRANSPARENCY AND ACCOUNTABILITY:

We share our performance results with others and confirm alignment back to our defined value proposition.

	No or Not Yet	Yes, But We Can Improve	Yes, We're Solid	Comments
	Value 1	Value 2	Value 3	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Internal Alignment Score:



**THE ASSESSMENT:
EXTERNAL ADOPTION**

COMMUNICATE

EXECUTIVE AND BUSINESS MINDSET: Our business architecture leaders and team members think with a business mindset and communicate with executives in their language.

“MARKETECTURE:” The materials we use to communicate with others about business architecture and its value are simple, engaging, and tailored to each audience’s unique perspective.

INTENTIONAL SOCIALIZATION: We have a defined business architecture stakeholder management plan and communication plan, and we continually have conversations and build support at all levels.

ALLIANCES: We leverage alliances and partnerships to help tell our story and build understanding and buy-in.

ADVOCATE

SPONSORSHIP: We have executive sponsorship for business architecture which provides us with ongoing and visible support, removes roadblocks, and ensures we have resources to succeed.

DEMAND GENERATION: Our business architecture leaders continually seek opportunities for business architecture involvement and team members are empowered to do the same.

BUY-IN: The level of business architecture awareness and buy-in from others is sufficient to support our current stage of growth and allows us to deliver on our value proposition.

	No or Not Yet	Yes, But We Can Improve	Yes, We’re Solid	Comments
	Value 1	Value 2	Value 3	
EXECUTIVE AND BUSINESS MINDSET:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
“MARKETECTURE:”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
INTENTIONAL SOCIALIZATION:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
ALLIANCES:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
SPONSORSHIP:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
DEMAND GENERATION:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
BUY-IN:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

External Adoption Score:

Total Business Architecture Assessment Score:
(Internal Alignment + External Adoption)

