

# HOW TO BUILD A BUSINESS ARCHITECTURE PLAYBOOK

A playbook helps business architecture practitioners accelerate and deliver consistent results when leveraging business architecture for business usage scenarios within their organization.

## Table of Contents Example:

- ✓ About the Playbook
- ✓ About the Business Architecture Team (including the value proposition)
- ✓ The Business Architecture Knowledgebase
- ✓ Business Architecture Usage Scenarios
- ✓ Business Architecture Governance

## ARTICULATE THE BUSINESS ARCHITECTURE PLAYBOOK'S PURPOSE, SCOPE, AUDIENCE, STRUCTURE, AND FORMAT.

Define its *table of contents* or *navigation structure*.

### Example Components for a Scenario:

- ✓ Overview
- ✓ Key Outcomes
- ✓ Inputs
- ✓ Activities
- ✓ Deliverables
- ✓ Participants

## COMPLETE THE HEART OF THE PLAYBOOK: the Business Architecture Usage Scenarios.

### Example for Investment Decision-Making Support Usage Scenario (simplified)

**Description** — A service that helps portfolio leaders visualize and analyze planned initiatives to facilitate decision-making within and across portfolios

**Key Outcomes** — Identify how well the planned initiatives are aligned with business direction as well as each other

**Inputs** — Planned initiatives and descriptions, capabilities, and objectives

**Activities** — 1) Obtain initiative list, i.e., business case submissions; 2) Cross-map initiatives to objectives; 3) Cross-map initiatives to capabilities; 4) Assess each initiative for strategic alignment as well as gaps and overlaps with other initiatives; 5) Visualize the results and share insights

**Deliverables** — Planned Spend Capability Heatmap, Strategic Priority Capability Heatmap, Insights and Recommendations

**Participants** — Portfolio Leaders, Business Case Sponsors/Submitters, Business Architects, IT Architects, Application Owners

