### 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 Pusiness Archite

- ✓ 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 for Investment Decision-Making Support Usage Scenario (simplified)

PLAYBOOK: the Business
Architecture Usage Scenarios.

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

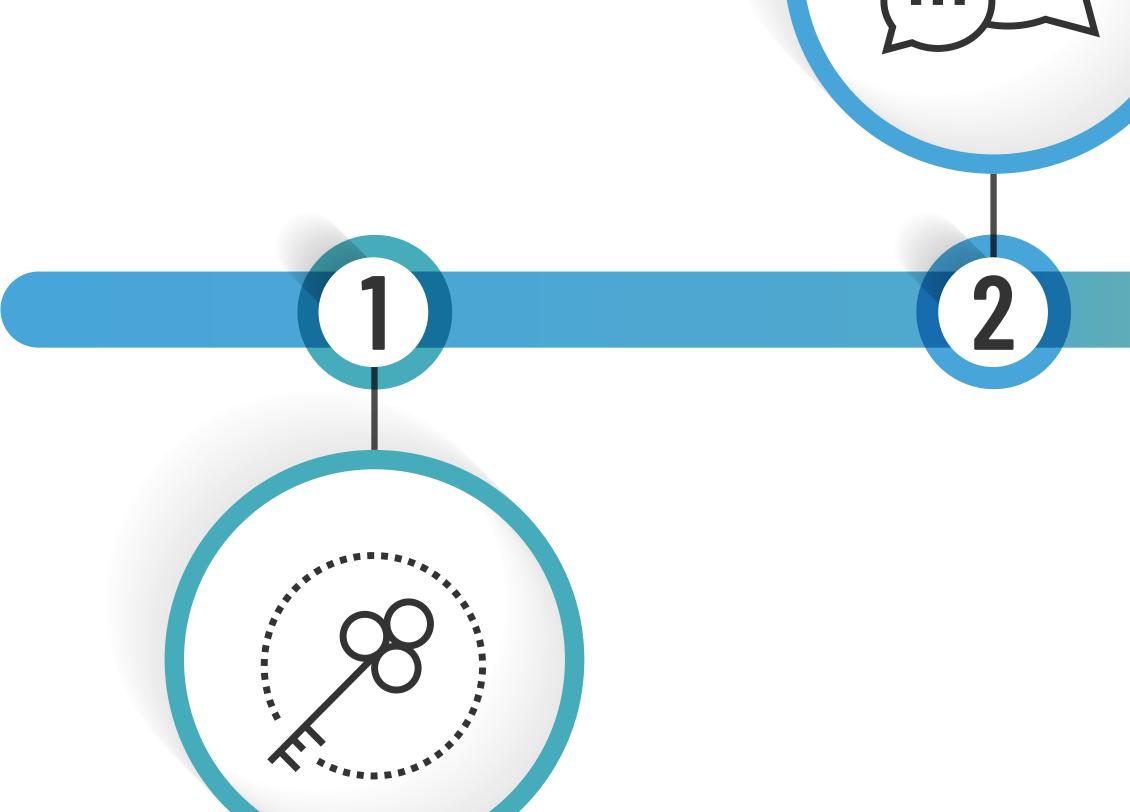
**Key Outcomes** — Identify how well the planned initiatives are aligned with business direction as well as each other

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



### **DEFINE THE VALUE PROPOSITION**

of business architecture for your organization and articulate 2–3 key business outcomes. Consider the specific business usage scenario(s) or service(s) for each outcome.

#### **Business Outcome Example:**

→ Better Investment Decisions

Business Usage Scenario/Service Example

✓ Investment Decision-Making Support



**Example Components** 

for a Scenario:

✓ Key Outcomes

✓ Overview

✓ Inputs

✓ Activities

✓ Deliverables

✓ Participants

# **DEFINE THE COMPONENTS** to be captured for each Business Architecture Usage Scenario.

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For each Business Usage Scenario, **DEFINE THE CONTENT FOR EACH COMPONENT**.

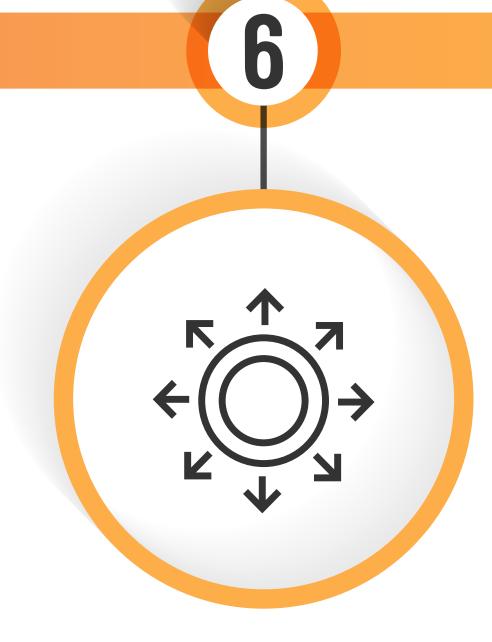
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### **REVIEW THE PLAYBOOK** with

the business architecture team and other key stakeholders.

### **Example Stakeholders:**

- → Business Architecture Leader
- ✓ IT Architecture Team
- Strategy Team
- Other Key Partners



# REFINE AND EXPAND THE PLAYBOOK iteratively

based on use.

The playbook does not need to be perfect – just start using it and evolve as you go.

### GENERAL SECTIONS

(i.e., all sections except for the Business Architecture Usage Scenarios).

### **Example General Sections:**

- About the Playbook
- ✓ About the Business Architecture Team
- ✓ The Business Architecture Knowledgebase
- ✓ Business Architecture Governance

