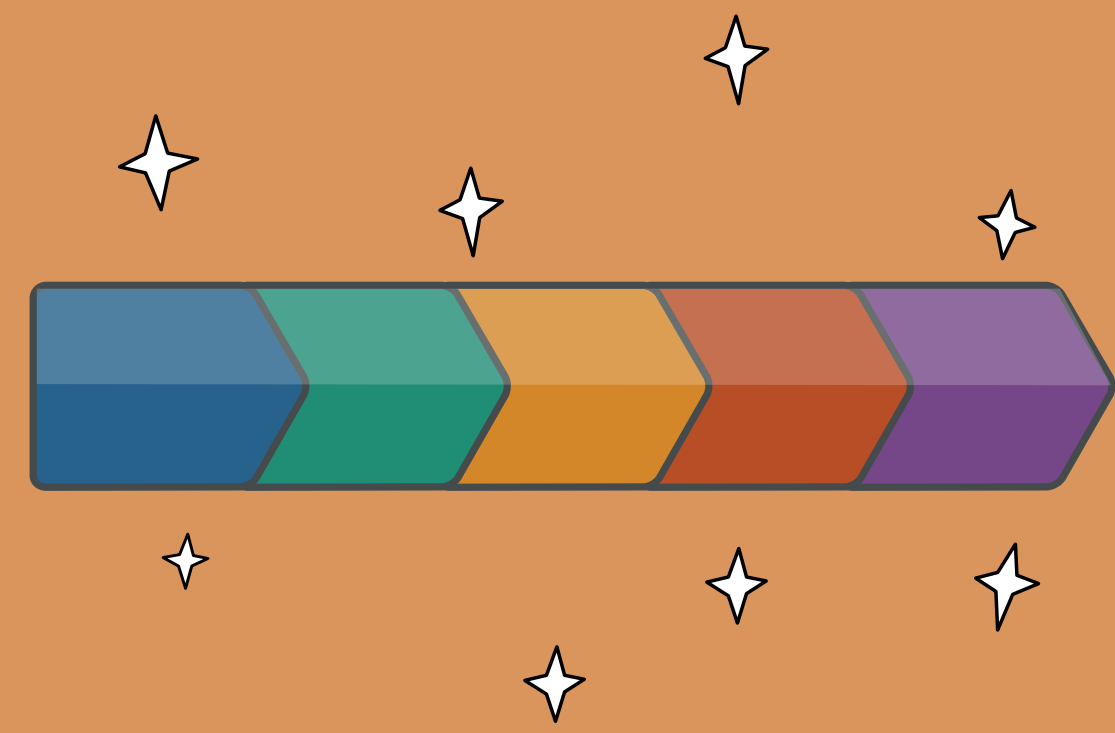
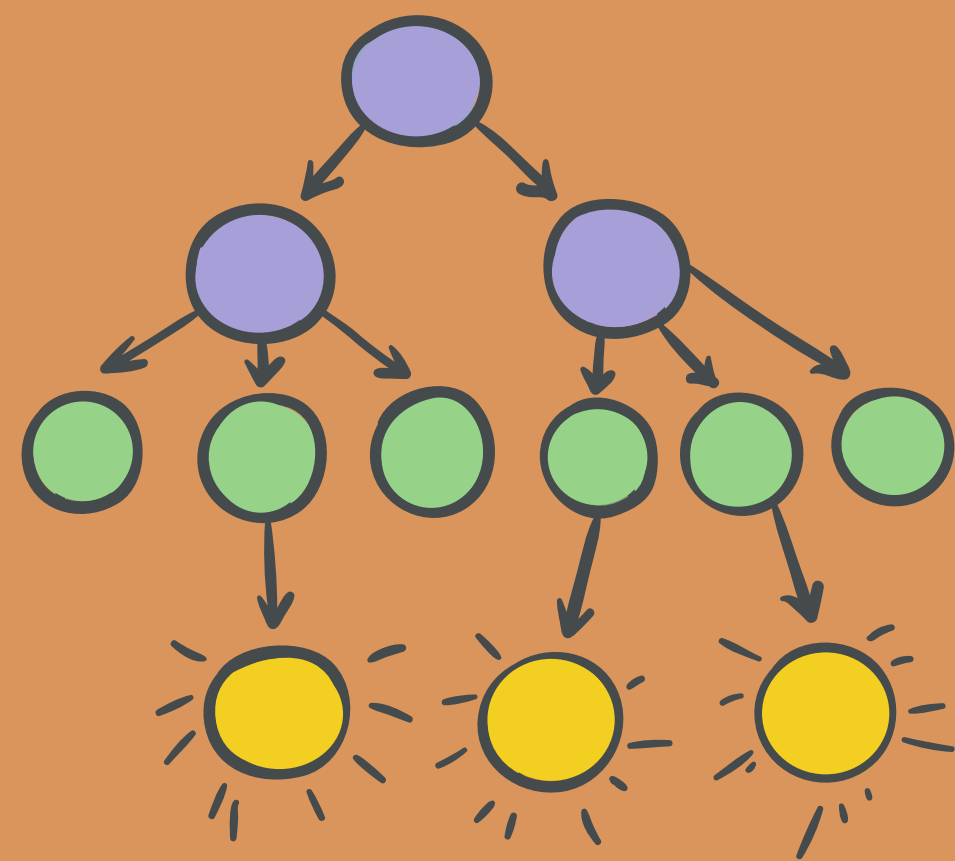


HOW TO SUCCEED WITH BUSINESS ARCHITECTURE: WISDOM FROM BUSINESS ARCHITECTURE PRACTICE LEADERS

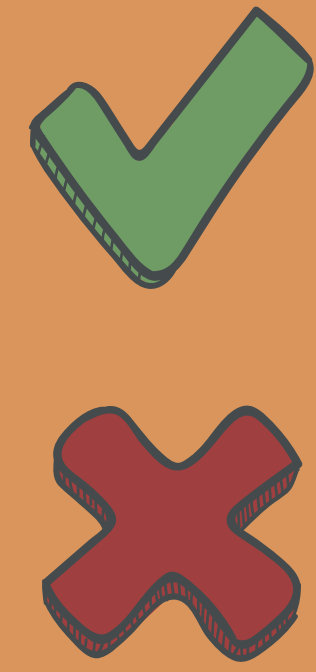
WHY WE LEVERAGE BUSINESS ARCHITECTURE



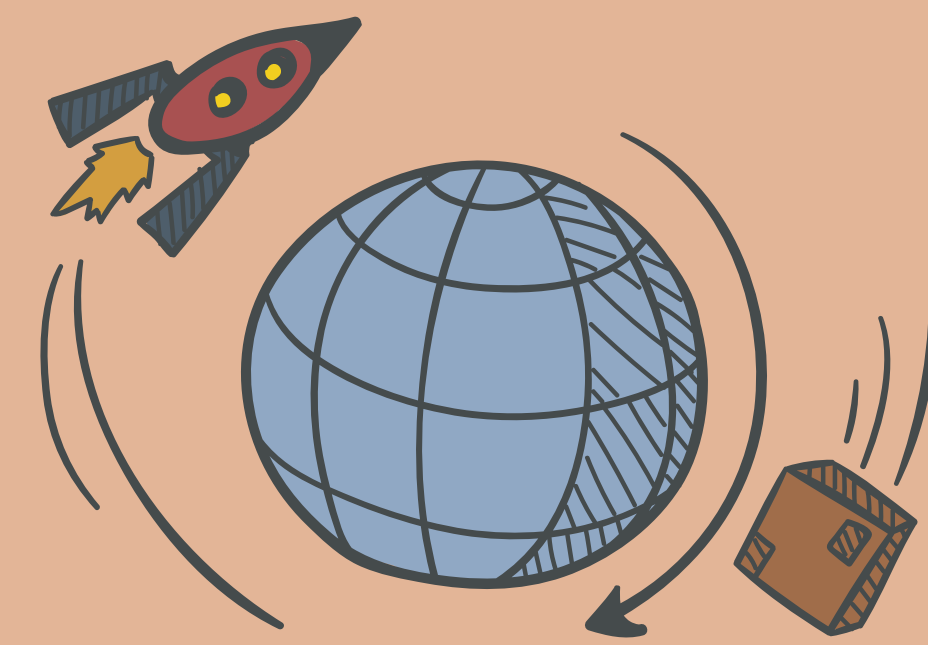
ALIGN STRATEGY AND EXECUTION



CONNECT THE DOTS



HELP MAKE THE RIGHT DECISIONS



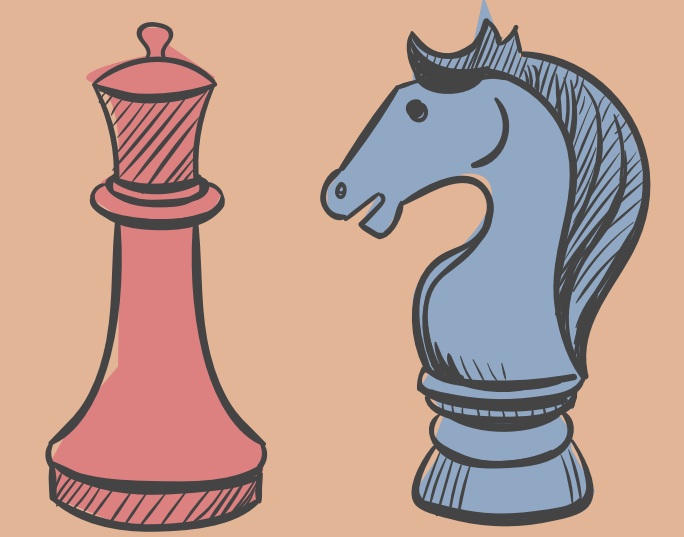
MANAGE COMPLEXITY



PRIORITIZE INVESTMENTS



REINFORCE ACCOUNTABILITY



SOLVE STRATEGIC PROBLEMS

WHAT MAKES BUSINESS ARCHITECTURE UNIQUE



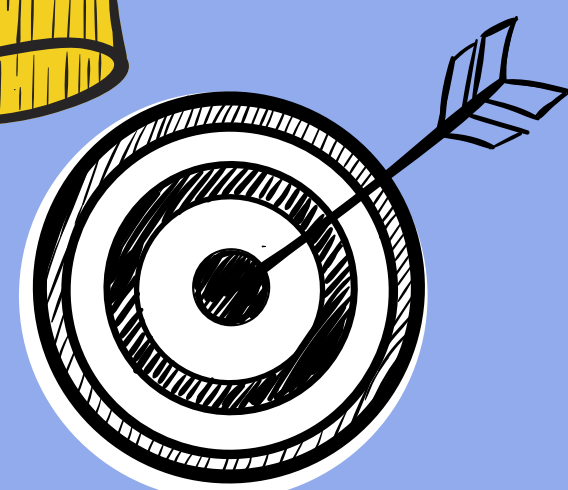
CAPABILITY LENS AND MINDSET

COMMON LANGUAGE



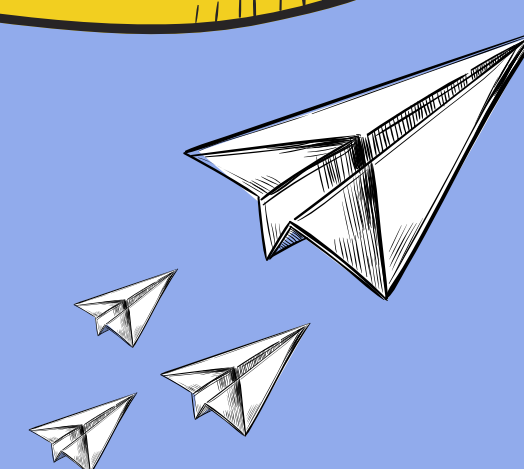
SEE THE ORGANIZATION IN ITS ENTIRETY

HOW TO BUILD A SUCCESSFUL PRACTICE



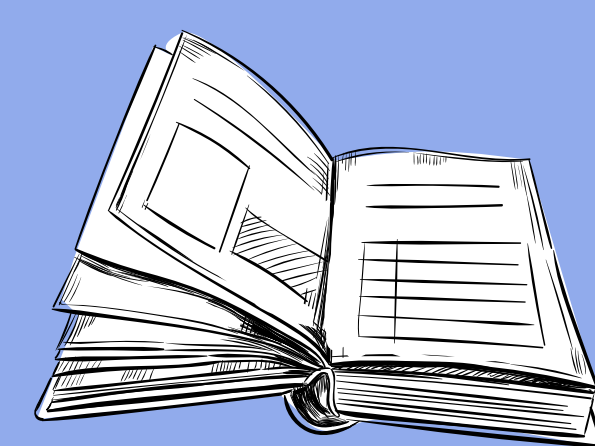
IT'S ALL ABOUT VALUE:

Deliver relevant value to the organization you are serving. It's not about the models and deliverables – they are a means to an end.



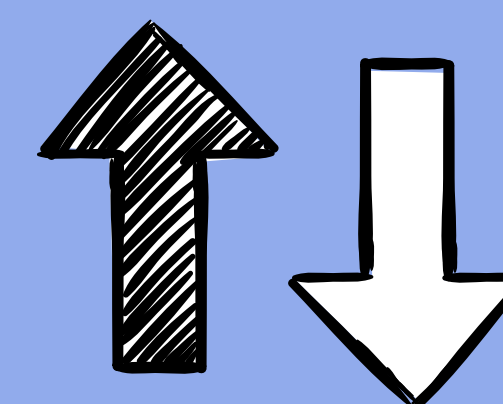
DELIVER REPEATABLE SERVICES:

Build repeatable services to deliver on your value proposition. Listen, listen, listen to your stakeholders. Speak their language. Deliver relevant services and keep making them better. Integrate into strategic planning processes.



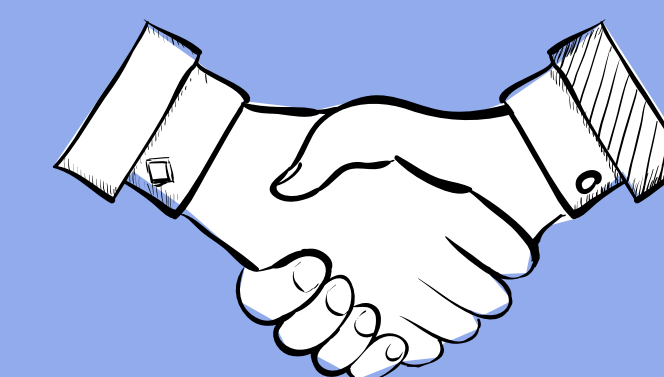
TELL YOUR STORY:

Once you've delivered, tell the story and articulate value to others. Storytelling is the key skill in the practice. Celebrate every win and build your evangelists one success at a time. Work grassroots and get the organization to crave the clarity.



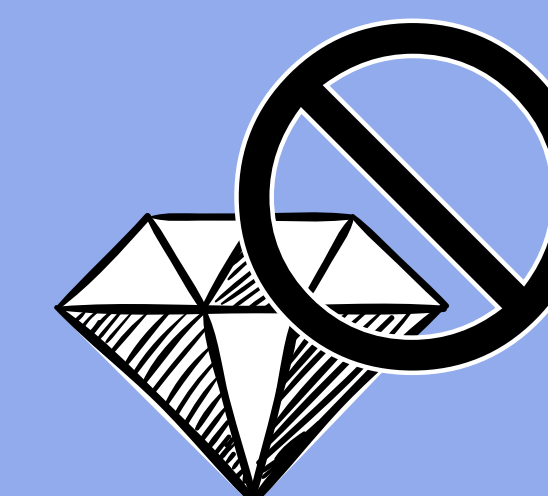
BUILD SUPPORT TOP-DOWN, BOTTOM-UP:

Find a sponsor and help them articulate the why. Make sure the story resonates up and down the chain and describe WIFM to different stakeholders. You have to be convinced and convincing.



BRING OTHERS ALONG ON THE JOURNEY:

Start where your friends are and create strong partnerships. Create a diverse coalition of the willing to help move business architecture forward. When others come along, it is the force multiplier.



DON'T AIM FOR PERFECTION:

Remember that business architecture is the archetypal long game. Scale is the answer, not perfection. Try things and adapt along the way. Take small steps. Make each action a step in the right direction.



REMEMBER, YOU'RE NOT ALONE:

Don't start from scratch. Leverage the resources available. Get help from the business architecture community. You'll be amazed at how open and welcoming they are.

