

SOCIALIZING AND BUILDING ADOPTION FOR BUSINESS ARCHITECTURE

First and foremost, **define a clear, simple, relevant, and consistent value proposition** for business architecture in your organization. Then, leverage **socializing and adoption techniques** as described below, where applicable.

ENGAGE OR HIRE TO BUILD BRIDGES

- ✓ Engage business people to build and own the business architecture.
- ✓ Create a steering committee of business (and technology) leaders.
- ✓ Engage leaders to mentor business architecture practitioners.
- ✓ Hire people from the business area or discipline/team you need to build bridges with.
- ✓ Hire someone from the outside who will be respected internally.
- ✓ Offer a rotational position on the business architecture team.



LEVERAGE OTHERS; CREATE PEER PRESSURE & OWNERSHIP

- ✓ Share case studies from other organizations and external experts.
- ✓ Collaborate with other organizations to share stories and best practices.
- ✓ Share your own success stories and ask internal advocates to endorse them.
- ✓ Empower others to self-serve on some business architecture activities.



DO COOL STUFF

- ✓ Create engaging visuals and leverage different media for communications.
- ✓ Create interactive tools for people to access the business architecture.
- ✓ Couple business architecture with human-centered design.
- ✓ Enlist some help from colleagues with marketing or communication talents.
- ✓ Be a visual, engaging co-creator.



WEAVE YOURSELF INTO THE BUSINESS

- ✓ Think and speak "business."
- ✓ Learn executive strengths and concerns and speak in their language.
- ✓ Take another role within the business (or technology) and seamlessly weave business architecture in as part of it.



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