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# DRIVING BUSINESS TRANSFORMATION WITH BUSINESS ARCHITECTURE

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# Questions To Explore Today

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- What is the role of business architecture in business transformation?
- How do we do it?
- What does a successful one look like?
- What does it require of a business architect?
- What can business architects do to prepare themselves to meet this challenge?



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# Being Part of Transformation Is An Honor

## Transformation

[trans-fer-mey-shuh n]

a thorough or dramatic change  
in form or appearance.



Source: *Dictionary.com*



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# Common Transformation Challenges

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- Direction
- Approach
- Execution
- Monitoring
- Change



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# How Business Architecture Helps

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- Translate direction to provide a common vision of the future and make it actionable
- Provide a mechanism for moving ideas into action holistically, even for large scopes
- Provide a framework and approach for deciding, investing, designing, planning, and executing across silos
- Provide a framework against which to measure progress and govern from a high level business perspective
- Identify the changes needed and help to pace them



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# How Business Architecture Doesn't Help

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- Create direction or fix bad direction
- Create roadmaps for programs / projects or execute and report on them
- Perform organizational change management



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# The Role of Business Architecture

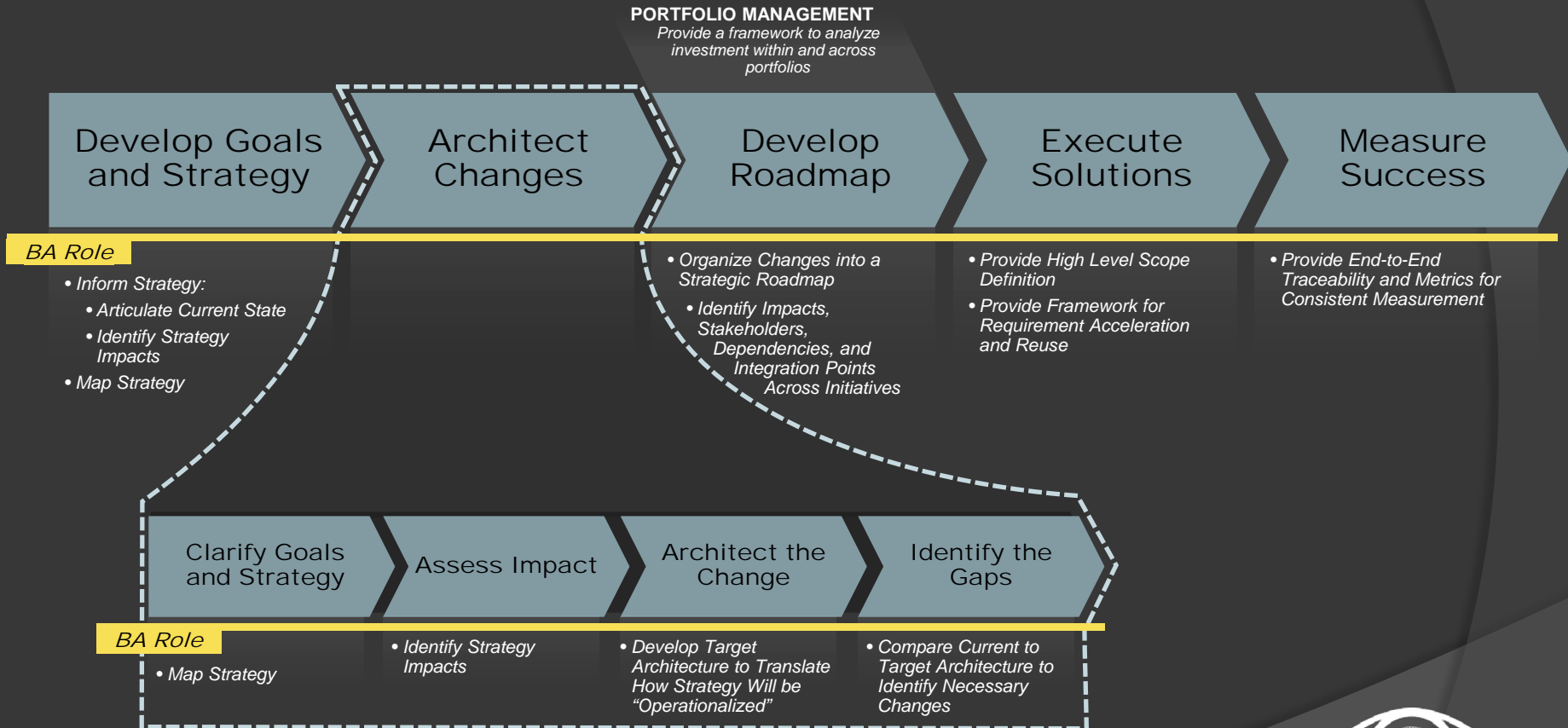
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To translate business direction into a set of coordinated actions (holistically), and ensure the successful execution of them.



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# A Framework For Transformation



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# Business Architecture In Action

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## CASE STUDY DISCUSSION



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## CASE STUDY DISCUSSION



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# How Do We Get Involved?

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- Build your business architecture practice
- Take the leap



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# What Is Required of a Business Architect?

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## ◎ Be an **Architect**

- Deep understanding of architecture principles
- Ability to design and problem solve

## ◎ Be a **Leader**

- Strategic and business minded
- Ability to influence and lead people
- Ability to navigate the organization
- Have courage

## ◎ Be a **Change Agent**

- Be positive and help others with the change



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# Preparing for the Challenge

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- Build a strong foundation of business architecture experience
- Learn business strategy and planning
- Learn how business architecture integrates with other disciplines
- Participate in transformations
- Learn change management
- Build your personal perspective and strength



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# In Summary...

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- ⦿ Business architecture translates business direction into a set of coordinated actions (holistically), and ensures the successful execution of them
- ⦿ Getting a seat at the table requires being ready and sometimes taking a leap
- ⦿ Successful business architects are architects, leaders and change agents
- ⦿ Business architecture has the potential to enable organizations to truly transform, allowing them to compete, survive and thrive



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# Enjoy the Journey!

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Keep In Touch.

## Whynde Kuehn

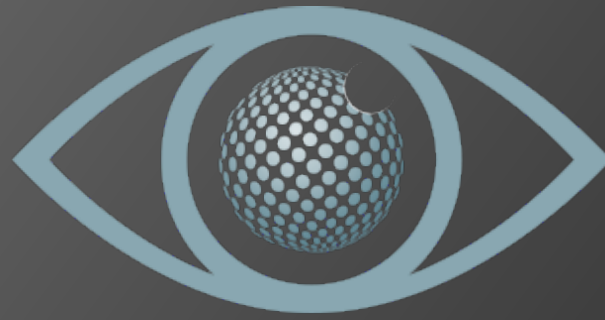
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