

ENABLING BUSINESS  
TRANSFORMATIONAL  
CHANGE

## THROUGH BUSINESS ARCHITECTURE

PUTTING THE KNOWLEDGE INTO PRACTICE

Preparing company for strategic execution

# Course Outline

This course offers practical lessons on how forward-thinking organizations are enabling end-to-end strategic planning through execution using Business Architecture.



## Interactive learning modebility for the best outcomes

Business Architecture's critical role in enabling a transformational change is becoming increasingly recognized within organizations as well as the business and academic communities.

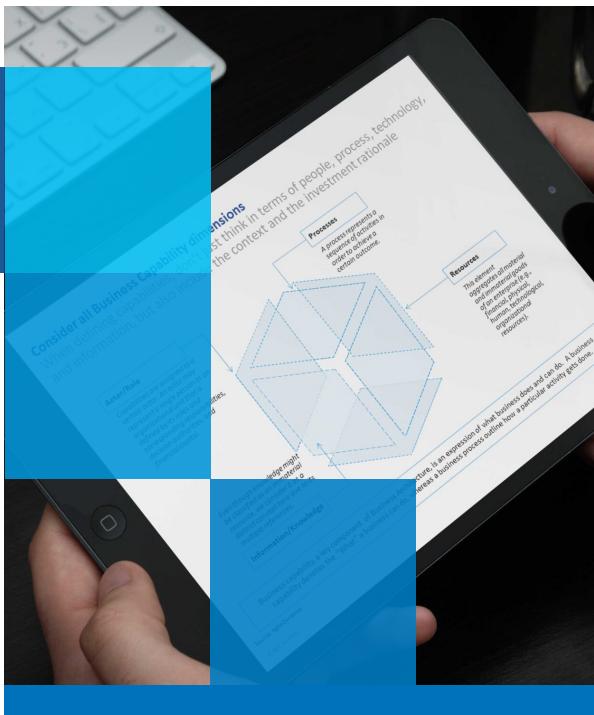
The course builds on the business architecture methods taught in our popular Practical Application of Business Architecture course, diving deeper into the transformational change initiative.

Corporations are investing like never-before in the digital transformation of their organization. Yet more often than not, they do not have much or enough to show for it. IT-driven agile teams tend to work in silo from the rest of their colleagues and too often they do not deliver according to the business strategies and objectives of their company.

Topics include business model development, impact analysis, solution design, and includes how Business Architecture is being incorporated to enable other very important practices. Participants will explore areas such as strategy and execution with effective planning in the context of capabilities and functions, as well as taking a look at roadmaps, communication plans and the importance of stakeholder management, and cultural awareness in these initiatives.

# Program Impact

When you earn your Business Architecture Certificate, everyone will know you have invested your time and energy in learning both the concepts and practices used by business architects, strategists, and business leaders to gain business advantage. Business architecture skills are broadly applicable in many organizational roles and functions—armed with wisdom and practical knowledge your organization can really use.



## Key course takeaways

**After attending and participating in this course, you will be better able to:**

- Understanding the strategic concepts used in Business Architecture
- Getting to know the approach to strategy execution that ensures proper implementation of initiatives
- Learning how to build effective business models
- Getting insights on strategy mapping frameworks
- Learning how to translate strategy into strategic initiatives]
- Understanding how to do impact analysis
- Use the frameworks and tools needed to complete business architecture to establish different views on the concept and practice of strategy development

- Creating a Business Motivation Model to structure strategic thinking
- Developing a Business Model Canvas to conceptualize strategic business models
- Creating a Business Capability Model to conceptualize and structure a business
- Identify key Stakeholders and their concerns; determine how to find answers for those concerns
- Using Hoshin Kanri for translating strategies into actionable initiatives
- Preparing company for strategic execution by analyzing impact of strategic initiatives on capabilities, value streams, organization and people
- Putting the knowledge into practice – Demonstration of the real-life examples

## Who is this for?

This course is helpful for anyone seeking a better understanding of the position and role of Business Architecture, as well as Business Architect within any type of organization.

It includes those leaders tasked with bringing novel practices into their organizations and using them to achieve improved business results, IT people struggling to understand the strategic direction of their organizations, HR managers lacking methods and tools to claim the rightful seat at the executive table, executives who are struggling to truly transform their business to meet the demands of their customers and compete in a fast-paced environment, as well as anyone interested in understanding the concepts and practices of Business Architecture.



## We take pride in the ability to customize our training to fit your specific needs

### TRAINING FORMAT

- 100% online, instructor-led.
- Our courses are expressly designed to fit the lives of busy professionals like you.

### CERTIFICATION

- Exams are managed by Business Architecture Guild®, it is responsible for the certification process and controls the best practices in it.

### FEES

- US\$1,900 + VAT
- For information regarding payment terms, cancellation rights, transfer policies and fees, please contact us.

### Meet The Trainer

**Daniel Lambert** is a marketing and finance strategist assisting expanding companies in their growth, their business architecture, and ultimately their digital transformation. He has worked in the past with organizations in a broad array of industries: financial services, insurance companies, telecom, utilities, pharmaceuticals, transportation, computer software, healthcare, and the public sector. His current clients include FedEx, the TD Bank, Regeneron, UnitedHealthcare, Independence Blue Cross, Autodesk, the US government, and the UK government, among others. Daniel has recently built business architecture frameworks for various industries, including the financial industry, manufacturing, telecom, utilities, retail and the pharmaceutical industry. Healthcare and manufacturing frameworks should be made available in 2020.

### Get in Touch

With our training, you and your group will have a common language and the skills necessary to take on the challenging projects you face every day.

Yours truly,

Milos Gasic, Director of Growth, Agile Dynamics

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