



agiledynamics

BRINGING PEOPLE, ORGANIZATION AND TECHNOLOGY TOGETHER



## PRACTICAL APPLICATION OF BUSINESS ARCHITECTURE

**BUILD A BUSINESS ARCHITECTURE  
FROM SCRATCH**

Understand the impact of strategy on the business model and how we can link the strategy to implementation

# Course Outline

Business Architecture uniquely enables organizations to explore why they exist and pursue their intentions. This course provides a broad overview of the profession and its practitioners.



**Interactive  
learning  
modebility  
for the best  
outcomes**

This course provides an overview of key Business Architecture definitions, concepts and practices with a focus on value delivery.

In the midst of approaches and methodologies developed on the promise of helping organizations navigating the complexities of organizational changes, Business Architecture arises as the only discipline with the practical framework, concepts and tools, for simplifying and successfully supporting organizational changes.

It focuses on understanding and analyzing the impacts of organizational changes on various domains of the company: capabilities, value streams, organization, information, etc.

Business Architecture is a discipline that provides a holistic and multidimensional view of organizations. It enables and supports management and all other stakeholders in conducting organizational changes of any kind and scope. The evidence on problems arising from the organizational change endeavors are on the rise. No matter the scale or scope of organizational change, implementation is always filled with problems arising from the silo mentality between different functions, especially between IT and Business.

# 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.



- Mapping the extended domains (policies, stakeholders, initiatives, and products)
- Putting it all together – creating a Business Architecture Metamodel
- The value of Business Architecture – cross-mapping the domains and identifying the impacts of the proposed organizational changes
- Examples of business scenarios from various industries
- Putting the knowledge into practice – Demonstration of the real-life examples
- Learning how to map the four core domains of Business Architecture (capabilities, value streams, organizations, and information)
- Learning how to identify the impacts of organizational changes and support the overall change management endeavors
- Getting insights into several business scenarios in different industries

## 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 to 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.

## Key course takeaways

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

- Defining the Business Architecture – the role and benefits
- Business Architecture principles
- Capability mapping
- Value stream mapping
- Organization mapping
- Information mapping



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**

[milos@agiledynamics.co](mailto:milos@agiledynamics.co)

AMERICAS: +13477469329 | MENA: +971558156799 | APAC: +6593483909