

# Launching Your Business Architecture Practice

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*Approaches, Techniques & Skills to Succeed as a Business Architect*

**Business Architects need to think from a business perspective; expert in employing consultative techniques like facilitation, influence, change leadership and communication. In this course participants will gain new insight to critical perspective for the business architect.**

Business architecture enables organizations to understand what they have and what they're trying to achieve. It equips leaders to define and execute against strategy. This course teaches practicable techniques and proven organizational approaches to deliver results.

This course focuses on the skills and competencies needed to perform business architecture; "being" a Business Architect. Using business architecture tools, we'll develop the business model, strategy, organization design for our practice back in our organizations. Strategy will be formed from business capability assessment, measurement, and performance. We'll discuss approaches, techniques and skill to enable you to successfully launch your business architecture practice.

#### WHO SHOULD ATTEND:

- Business Architects
- Executives
- Strategists
- Business Analysts
- Enterprise Architects
- Process Analysts
- Marketing
- Product Managers

#### COURSE OUTLINE:

- Use business models and business modeling to set strategy for business architecture practice launch
- Develop insights and skills necessary to be successful in the role of business architect
- Apply strategy to execution alignment using business modeling
- Demonstrate leadership skills leveraging Business Architecture
- Develop your "leadership metaphor"
- Extract and drive additional detail into elements of the launch plan
- Understand engagement models and begin to design one for your business
- Examine your own perspective and readiness to "be" a business architect
- Clearly articulate the things that the business will employ to achieve the desired outcome (rigor, engagement, etc.)

#### RECOMMENDED PREREQUISITES:

- **BUSINESS ARCHITECTURE 101**
- **BUILDING A BUSINESS ARCHITECTURE**

#### SHARABLE, PRINTABLE DIGITAL CREDENTIALS:



*"Excellent course! Really good and practical techniques for launching a business architecture practice with excellence." – Deloitte Touche Tohmatsu*

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#### 1-DAY FACE-TO-FACE — 1 EIGHT HOUR SESSION

##### **Instructor-led classroom**

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$895 - login for rates

#### LIVE ONLINE — 2 FOUR HOUR SESSIONS

##### **Live Instructor-led virtual classroom**

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$795 - login for rates

#### ON DEMAND — 6 ONE HOUR MODULES

##### **Self-paced, on demand, available 24/7/365**

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$595 - login for rates

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