

# DAY ONE RECAP

Austin, Texas, USA - September 17, 2014

[www.businessarchitectureguild.org](http://www.businessarchitectureguild.org)



First, **THANK YOU** for a great Day One!



## BUSINESS ARCHITECTURE MEETS STRATEGIC PLANNING

We explored how Business Architecture informs, translates, identifies the impacts of and helps to communicate strategy.

We clarified that as Business Architects, we don't do strategy; we support it.

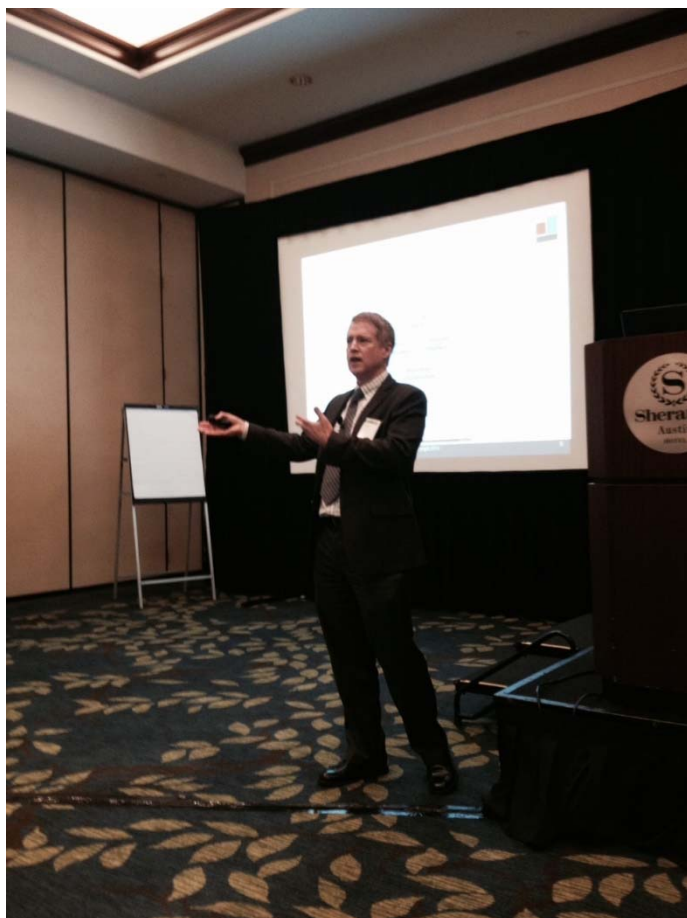


Jim, Alain, Amy, Mike and Neal





## BUSINESS ARCHITECTURE AND BUSINESS MODELS



Steve, Karen, Bryan, Frank

We learned the difference between Business and Operating Models.

We discussed the usage of the Business Model canvas—a powerful combination of words and graphics on one-page.

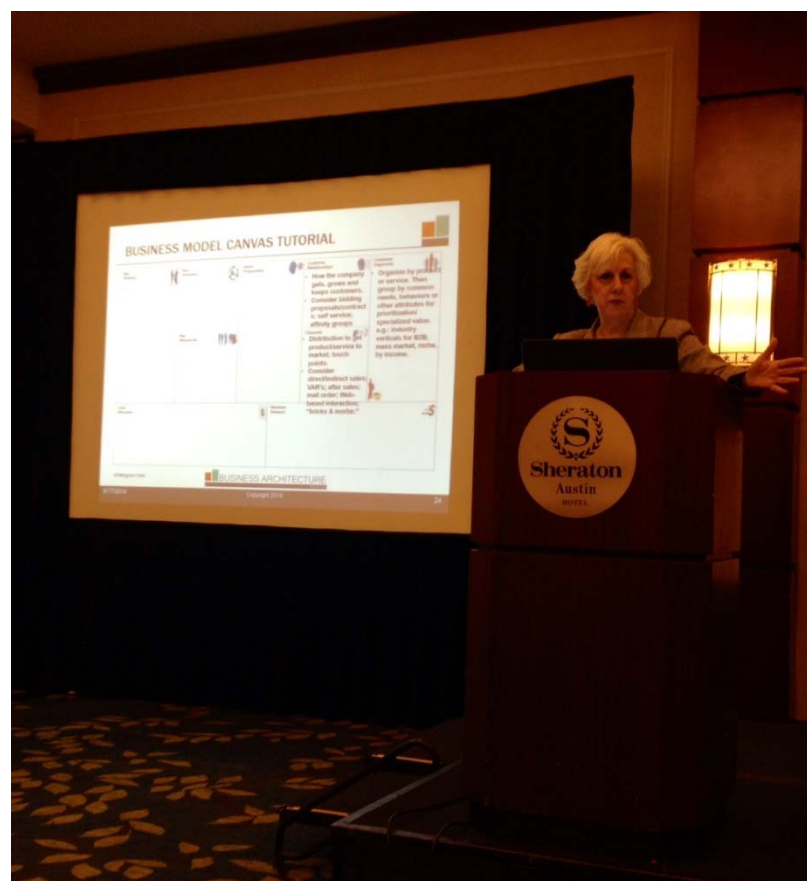
We talked about how the Business Model relates to Business Architecture.

We agreed that we can expect to see an increased role of Business Architecture in Strategic Planning.



# BUSINESS ARCHITECTURE AND BUSINESS MODELS

We took a Business Model tutorial...





# BUSINESS ARCHITECTURE AND BUSINESS MODELS

...and then we designed some businesses.





## BUSINESS ARCHITECTURE AND CUSTOMER EXPERIENCE

We played the Customer Experience Family Feud—and learned that we need to look at customer experience from the “outside in” and “inside out.”

We agreed that we use Business Architecture to execute on Customer Experience strategy.



Jason and Bill





# BUSINESS ARCHITECTURE AND CUSTOMER EXPERIENCE

...and then we architected our own customer experiences.

