Your Hosts

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Agenda

- Instructions
- Goal
- Member questions
- Share
Our Objectives

- The Global Community Share program is intended to host regular, voluntary and happily anticipated online gatherings of our members beyond the realm of day-to-day work and locality.

- Build upon the success of local meetings and our virtual Summits, and address a broader global audience.

- Promote Guild membership beyond the BIZBOK® Guide, and provide incentives for program participants and partners to ensure a deeper reach into Guild perspectives.
Questions before we start?

- Member benefits
- Programs
- Fair use and public resources
- Volunteering
- Managing your membership
- Events
Ready to Share?

Let's use the power of association to bust some prevalent myths about business architecture!
Things to think about as we begin this journey

What are the traits of a successful business architect?

What is the level of adoption of business architecture in your industry? In your country? What’s holding it back?
Introductory Videos

These are brief videos shown at our first 2 Global Shares.

What to do if executives want to see your capability map?
...or, if you accidentally showed it to them

Using business architecture to identify and resolve business challenges
...targeting root causes and framing solutions

https://vimeo.com/441175040

https://vimeo.com/456389985
Key takeaways from GCS 1 and 2

- Even in the pandemic, business architecture continues to be adopted
- Value streams are Valuable
- Customer experience and business architecture disciplines can work together
Myth 1: Business architecture is complicated
Key takeaways from Myth Busting 1

**Takeaway 1**
Capabilities need to be linked to value streams to adequately convey business architecture value.

**Takeaway 2**
Business architecture does not compete with other teams. It provides insight and add value to other teams.

**Takeaway 3**
There is a wealth of knowledge and experience in our membership. If you are new to business architecture, reach out and consider joining a team. Many team value the insight and leaning challenges faced by people with less experience.
Myth 2: Business architecture is too expensive
Key takeaways from Myth Busting 2

**Takeaway 1**
Business architecture is often not given credit for the contributions made to other teams.

**Takeaway 2**
Stakeholders are not seeing what business architecture brings to projects.

**Takeaway 3**
Ask what is the cost of not doing business architecture.
Myth 3:

There is no commonly defined approach to business architecture.
Key takeaways from Myth Busting 3

**Takeaway 1**
Most business architecture job descriptions have nothing to do with business architecture.

**Takeaway 2**
It's helpful to begin discussions with strategy execution and then introduce business architecture. Nobody says they are against strategy execution.
Myth 4:

A business architecture can be built with limited business engagement and commitments.
Key takeaways from Myth Busting 4

Takeaway 1
No it can not, but the struggle is where to find the business engagement and commitment. It may not be obvious or where you expect to find it.

Takeaway 2
To gain commitment, focus on conveying value.

Takeaway 3
Look for senior stakeholders to engage, especially if you are not getting the initial responses you desire.
Myth 5: Business architecture can be licensed or acquired.
Key takeaways from Myth Busting 5

- Business Architecture Can Be Licensed or Acquired

Customization is what makes business architecture valuable.

A business architecture is unique to the business.

You have to have your ecosystem mapped out and boundaries set to have business architecture be effective.
Myth Busting Series | How to talk to Executives

Myth 6:

Business architecture is an IT discipline
Key takeaways from Myth Busting 6

Confusion stem from the fact the business architecture is considered by many to be closely associated with enterprise architecture, which is usually housed in IT.

IT is now challenged to understand business architecture.

Business architecture is NOT an IT discipline.
Additional Resources for Myth-Busters

www.businessarchitectureguild.org/general/custom.asp?page=publications

https://www.businessarchitectureguild.org/page/userexperiences

https://www.businessarchitectureguild.org/mpage/microsite2020_page1_YMBLD

https://www.businessarchitectureguild.org/mpage/StrategicVisionCreatinganImpact
Thank you!

Contact us if there are any questions.

Website
www.businessarchitectureguild.org

Contact Us
https://intercom.help/businessarchitectureguild/en