

inspired!

Facilitating Desirable Business Change
Defining the Digital Enterprise

Duration 5 Days

Online Delivery

Daily live sessions with lecturer via [Zoom](#).

Access to course content and session recordings via [Ruzuku](#).

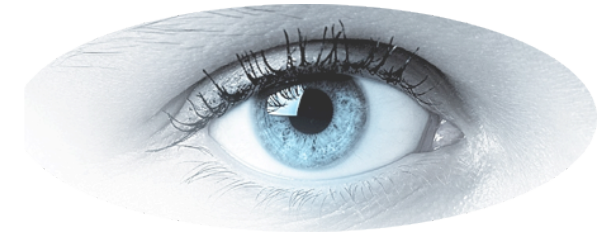
Ongoing access to an extensive alumni site with additional materials.

Audience and Benefits

The course is designed for innovation focussed business leaders, senior business analysts, strategists, enterprise architects, business architects, digital architects, change managers, programme and portfolio managers and senior line managers who are, or who will be, actively involved in modelling, analysing and shaping the future of businesses and their strategic use of Digital Technologies.

It is a skills course rather than a methods course, designed to expose participants to leading techniques and ways of presenting models and results of analyses.

Techniques and Deliverables of Business Architecture



Many courses teach the overall agenda or approach to business architecture (what you should do), but there are precious few that show you how! This course:

Equips you with real skills to tackle challenging business architecture projects

Provides state of the art techniques that deliver results and helps organisations leverage powerful concepts, models and modes of presentation

Facilitates better decision-making, using evidence and persuasive presentation

Allows you to take advantage of opportunities presented in your context and by technology

Promotes innovative thinking in terms of business models and product/service offerings

Helps you to minimise risks

Why Inspired?

Delegates will benefit from the expertise of the course leader and his team at Inspired. The course draws on our 25+ years experience in business and academia as well as industry best practice to deliver a valuable set of tools to equip business architects. Continuously updated to track developments such as the 2nd Machine Age, 4th Industrial Revolution, Digital Disruption, the emergence of AI & Machine Learning and the Internet of Things.

Unique Content Shared

- Holistic Architecture Language meta model which unifies business and other domains
- Stakeholder value exchange modelling
- Process Architectures and process improvement levers
- Strategic Contextual Analysis
- Ways to foster innovation, including: design thinking, blue ocean strategy, a unique Inspired model to balance innovation and improvement activities
- Taking advantage of digital disruption, convergence and exponential effects



Course Overview

Rich use of examples and selected short videos stimulate delegates to think beyond the norm and out of the box, proclaiming: “Wow, I didn’t know that was possible”. We will connect delegates to sources of information for ongoing enrichment as well.

Case study work in small teams allows delegates to perform analysis and devise architectures and strategies. Teams compete and learn from each other before experiencing another facet of the challenge. A rich case study allows ample exploration of concepts and alternatives while providing continuity and context.

The course stresses holistic consideration and the interplay of many facets that affect the success of an architecture and strategy.

Typical Coverage

Course content includes (subject to change)

- The scope, content and contribution of Enterprise Architecture, Business Architecture & Digital Strategy
- Convergence, Digital Disruption and the Impact on Business Models and Society

- Design thinking
- Open innovation / Blue Ocean
- Industry developments, available methods, techniques and notations
- Motivation
 - Drivers, Vision, Goals, Objectives
 - Risk, Opportunities
 - SWOT
 - Balanced Scorecard extended
 - Understanding Context and Scope
 - Context and Stakeholder Analysis
 - Value Chain, Network & Stream Analysis
- Understanding Interaction and Value Exchange
 - Customers, Markets and Brands
 - Products and Services
 - Channels and Interfaces
 - Customer Experience
 - Value Engineering
- Understanding the Dynamics
 - Core Operating Models
 - Business Events, Services, Functions, Processes, Capabilities
 - Business Models
 - Change and Agility
 - Optimisation and Efficiency
- The Human, Political and Fiscal Dimensions

Comments from Past Delegates

“TOGAF® might give you the roadmap, this teaches you how to drive”

“Learned more useful stuff than on my MBA!”

“Great to finally understand how to do it.”

“Multiple perspectives well explained. Now we can stop arguing over whether SOA or Process Modelling is the ‘right’ way.”

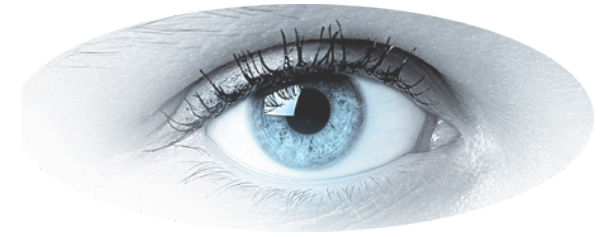
“My head is full - in a good way.”

“Gives me confidence to work with senior managers - can now talk business and draw the picture.”

“Design thinking holds great promise for innovative solutions.”

“Excellent and dynamically presented. Thanks!”

Techniques and Deliverables of Business Architecture



- Organisation structures and models
- Politics and Agendas
- Costs and Investment
- Risk and Governance
- The Information Dimension
 - Business Object Domain Modelling
 - Meta Data
 - Content Architecture
 - Big Data
 - Open Data
- Initiatives and Portfolios
 - Selection, Prioritisation
 - Milestone Charts
- Marketing and Communication
- Facilitation

Provided Materials

Delegates receive high quality digital notes and links to media and references to pursue further investigation. They also receive access to our Alumni site. An electronic copy of the book: Enterprise Architecture as Strategy by Jeanne Ross, Peter Weill and David Robertson will be provided.

Platform



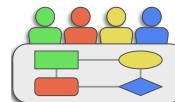
To support learning, we use the Ruzuku course delivery platform.

This allows us to provide course overviews, online enrolment and payment, online course structure and progress tracking, forums for student collaboration, recorded session videos and support materials such as white papers, readings, example models and video clips.

We make use of Zoom for live lectures with rich student interaction via video, audio, screen sharing, break-away rooms and chat facilities. Students will need a PC / Mac / high end tablet and a reliable Internet connection to participate.



We will share examples in our enterprise level modelling and knowledge management platform: Enterprise Value Architect (EVA) to demonstrate what an integrated tooling environment can achieve. Of course, techniques can also be supported by other competent toolsets.



Certification

Delegates may do an optional online examination by arrangement (Fee: US\$200). Those passing the exam will be certified as Inspired Business Architects (Probationary). Probationary qualification can be upgraded to Certified following:

- Minimum six months application of the business architecture techniques
- Submission of a portfolio of business architecture deliverables produced
- Interview with respect to business architecture knowledge and application

Location, Costs and Dates

This course is offered internationally for remote delivery. Please see our website for dates and pricing information.