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# NOT IN THE JOB DESCRIPTION: THE LIFE OF A BUSINESS ARCHITECT

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01

## VISIONING

Creating a vision (explicit or implicit) for business architecture and how the organization will operate with greater success—and persistently working towards it.

02

## MARKETECTURE

Continually educating others on what business architecture is, why it is important and where it fits.

03

## DEMAND GENERATION

A follow-on to *Marketecture* — identifying and cultivating opportunities where business architecture can be applied for value.

04

## SUPPLY GENERATION

The flip side of *Demand Generation* — identifying potential business architecture talent and mentoring new team members.

05

## POLITECTURE

Addressing the human challenges that arise with the introduction of business architecture.

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