
5 TENETS OF SOCIALIZING BUSINESS ARCHITECTURE*

1

Demonstrate business value — Don't sell business architecture.

There is nothing more important than this one. Don't talk business models, talk business value. Don't be disappointed if you put your capability map in front of an executive and they don't love it like you do. But they will appreciate it when you use it to solve a problem or uncover new insights which they've never seen before.

2

Build the case for business architecture.

Don't start by discussing what business architecture can do, first make the case for the challenges or opportunities that need to be addressed — including why they are so important to address now and the implications of not taking action. Then you can talk about how business architecture can be a part of the solution.

3

Position business architecture within a strategy-execution context.

This conveys many key messages all at once, including establishing enterprise context, communicating the value proposition of business architecture as the (often missing) bridge between strategy and execution, and reinforcing that it is a strategic discipline which precedes projects.

4

Make your business architecture communications compelling.

Tell stories, create stunning visuals, make videos, get creative and have fun. In today's world, we are competing for peoples' attention and the box and arrow diagrams don't always do it.

5

Have patience with the journey.

This is a marathon, not a sprint. Adopting this approach will put you and your team in the right mindset.

** For the complete story, read **StraightTalk No. 34** – bit.ly/2N0EcIf*

Source: **S2E Consulting Inc.**

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