

GRAPHIC RECORDING EXAMPLE FOR BUSINESS ARCHITECTURE CONCEPTS*

*Based on Cutter Consortium webinar *Leveraging Business Architecture: Translate Strategy into Action* by Whynde Kuehn

LEVERAGING BUSINESS ARCHITECTURE: TRANSLATE STRATEGY into ACTION

TAKE A CLOSER LOOK
Zoom in for details



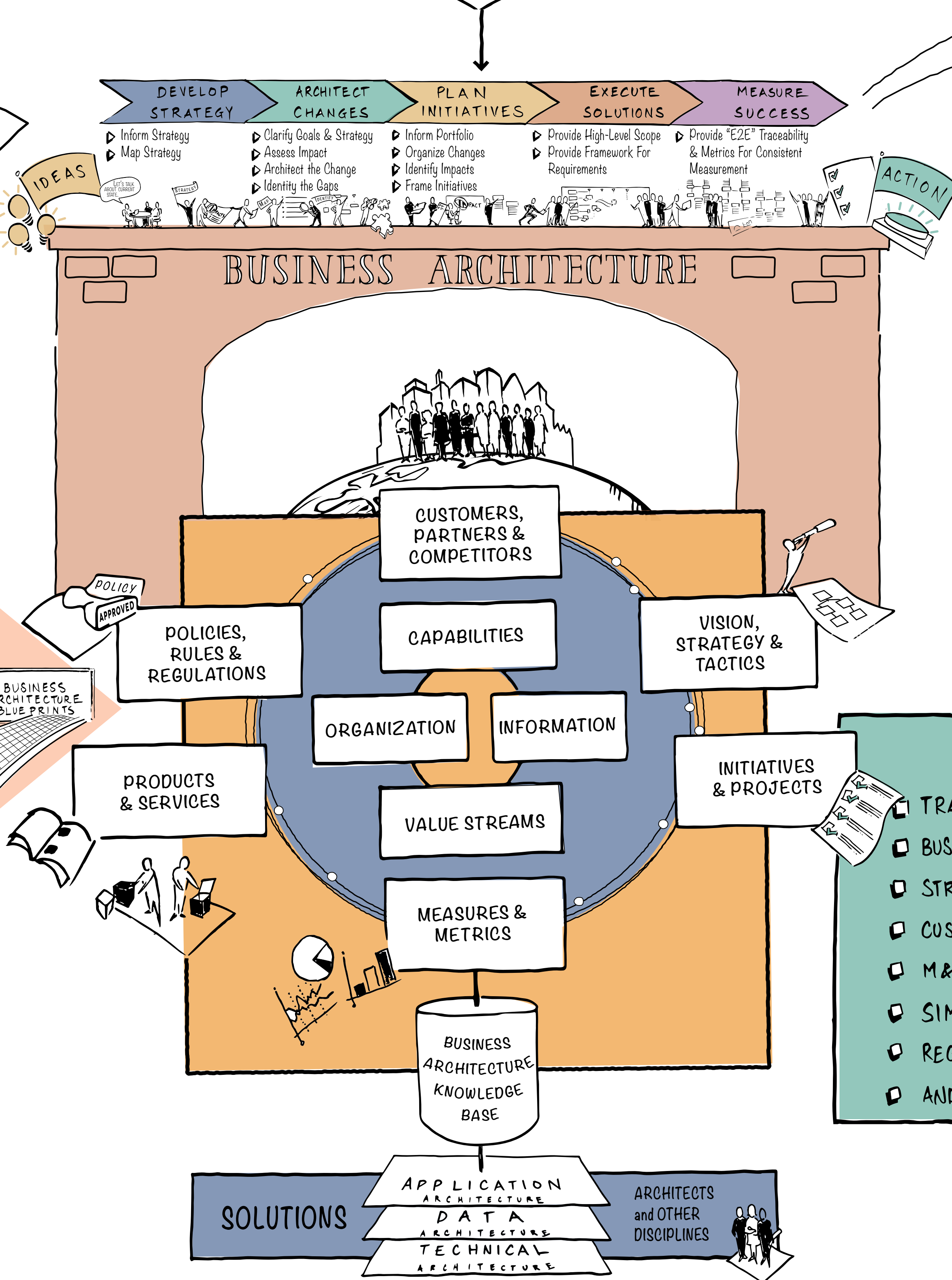
CHALLENGES

- COMPETING PRIORITIES**
- GAPS in STRATEGY COMMUNICATIONS and TRANSLATION
 - WORKING in SILOS
 - FUNDING INITIATIVES NOT AGREED
 - DISCONNECTED DISCIPLINES and TEAMS
 - TRIBAL KNOWLEDGE
 - DIFFICULTY TYING RESULTS BACK to the BUSINESS OBJECTIVES
 - WE DON'T SHARE A COMMON LANGUAGE

WHY CAN'T IT BE LIKE APPLE?

- POLITICS
- GLOBALIZATION
- REGULATORY and COMPLIANCE
- CUSTOMER EXPECTATIONS

THE PACE OF CHANGE
COMPETITIVE PRESSURES



SUCCESS

- BRILLIANT EXECUTION
- SHAREHOLDER VALUE
- ORGANIZATIONAL AGILITY
- WE DELIVER RESULTS for the BUSINESS and the CUSTOMER
- WE ARE PEOPLE WITH PASSION
- WE ARE TRUSTED TO DELIVER
- WE ARE THE No1 BRAND
- WE ARE THE BENCHMARK
- WE HAVE THE COMPETITIVE ADVANTAGE

BUSINESS ARCHITECTURE SCENARIOS

- TRANSLATING STRATEGY INTO ACTION
- BUSINESS and DIGITAL TRANSFORMATION
- STRATEGIC PLANNING
- CUSTOMER EXPERIENCE
- M&As, JOINT VENTURES
- SIMPLIFICATION
- REGULATORY and RISK MANAGEMENT
- AND MUCH MORE.....



transformation