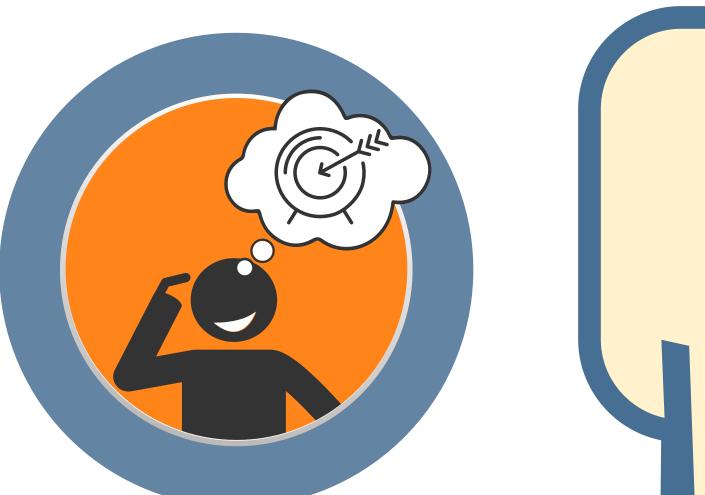
## THE WAYS OF WORKING (WOWs) FOR A SUCCESSFUL BUSINESS ARCHITECT

#### **BUSINESS MINDED**

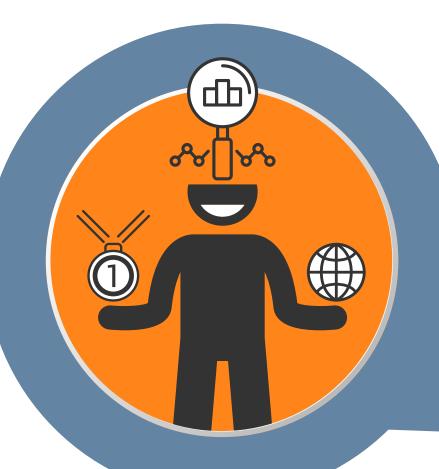
We're about the business in business architecture. We bring conversations, opportunities, challenges and solutions back to the bigger picture business context. We solve problems and are trusted advisors.



The success of a business architect is not just in what we know or what we do — but in our Ways of Working (WOWs).

#### VALUE-DRIVEN

What drives us is business value, outcomes and results for the customer and for the business. architecture, models, deliverables, governance, and other aspects of the practice are a means to the end.



### **ENTERPRISE ADVOCATES**

We are champions for the enterprise. We are relentless in our quest for effective strategy execution and cross-business unit collaboration. We care about enterprise direction, decision-making, resources and common language.



# WOW!

As Business Architects, We Are...



### BRIDGE BUILDERS

We know that we work in an ecosystem of teams to translate strategy into action and run the organization successfully. While we have our own unique role, we know that our success depends on close partnerships and by making others successful, we all succeed.



Once the business architecture baseline is in place, we build just enough business architecture - just in time - to support the business scenario we are solving. We deliver results quickly and iteratively, and adapt our approaches and outputs to the situation at hand.



## INTERACTIVE **CO-CREATORS**

We are hands-on and interactive. We facilitate and co-create outcomes together with our business stakeholders and with our partners. We are fun!



### VISUALIZERS & **STORYTELLERS**

It is our talent and passion to simplify and visualize complex concepts and show connections. We understand and leverage the power of visual techniques to bring people together and incite action. We are storytellers and change agents for new ideas.



