

inspired!

Facilitating Desirable Business Change

Business Architecture Masterclass



Duration

15 weeks

Online Delivery

Weekly 3-hour live sessions with lecturer via [Zoom](#).

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

Audience and Benefits

A fifteen week intensive online course to help senior business analysts, strategists and business architects quickly and competently analyse a business (and its context) and make well founded recommendations for improvement/ transformation, convince stakeholders of their merits and transfer the ideas into implementation.

Typical candidates would include senior business analysts, strategists and business architects. Senior managers of Programme/ Project offices and directors of strategic change programmes will also benefit.

Transform your own capabilities, then your organisation or client

Develop the skills to be at the table where strategic decisions are made

Have a real positive impact on your organisation, industry, customers, other stakeholders and society at large

Engage, grow and lead

Gain vital insights into how technology, society and business are changing

Learn state of the art techniques for strategy, business architecture, enterprise analysis and digital transformation

Integrate disciplines and concerns to create holistic results

Leverage industry and expert knowledge in reaching analysis conclusions and making recommendations

Why Inspired?

This is the most comprehensive Business Architecture training programme available. We go beyond approaches such as TOGAF® (Open Group), Zachman, BizBoK (Business Architecture Guild), Business Model Canvas (Osterwalder & Pigneur), Enterprise Engineering (Dietz et al), Archimate® (Open Group) and others in addressing the context in which business finds itself and the many dimensions that must be integrated to make informed coherent decisions to achieve desirable futures.

We draw upon and remain compatible with other approaches where these are competent and deliver value, but supplement them with unique thought leadership in integrated meta models, stakeholder modelling, process architectures, integration of strategy, architecture and programme management.

Delegates will benefit from the expertise of the course leader and his team at Inspired.

Unique Content Shared

- Inspired Holistic Architecture Language overview and conceptual meta model

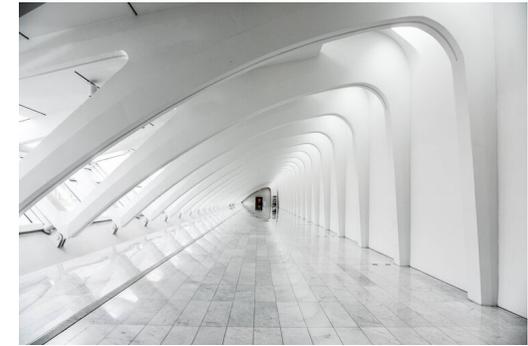
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- Inspired techniques for reconciling motivation, function, process, service and capability dimensions
- Inspired maturity models for Application Landscape and Post COVID New Normal
- Inspired Process Architecture approach
- Inspired Stakeholder Value Exchange techniques
- Innovative Initiative selection, scoping and prioritising techniques
- Insights on how to present recommendations and models in ways that are persuasive to decision makers

Course Overview

The course links Business Strategy, Business Architecture and Implementation Architectures/ Programme Management. It addresses the challenging context of business today and digital disruption.

The course features Live TED-like lectures, in-class assignments, group work and feedback to apply techniques. Sessions are recorded for ease of review / in case you miss anything. Supporting notes, documents, examples and videos are provided to enhance learning.

Typical Coverage

Course content includes (subject to change):

Detailed coverage of business architecture, including:

- Analysing a Business using decomposition, abstraction and multiple perspectives
 - Applying decomposition and abstraction in a variety of relevant model types, including:
 - Motivation/Goals
 - Function
 - Process
 - Service
 - Capability
- Use of Maturity/Readiness Models
 - Understanding, constructing and applying maturity models to rapidly assess status and plan next steps for positive change
- Ontologies, Taxonomies and Meta Models
 - Understand the role and structure of meta models and how business ontologies and industry reference models provide guidance for analysis and integration of information

“I can unreservedly say that it was one of the most encompassing courses on Business Architecture that I have had the privilege to attend... facilitated at a pace that ensured that no-one was left behind and allowed sufficient time for students to engage in breakaway sessions to ensure that there was a cross pollination of ideas and solutions during exercises. Content was produced with all levels of participants in mind and ensured that no matter what your current experience level was, that you would derive value from attendance. I would recommend the course as a superb source of insights into modern day business architecture, and to place you in a position to take advantage of opportunities in this field.”

- Robert McKee, 20+ year architecture veteran

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Learn how they can be used to rapidly analyse current business / situation and identify gaps, redundancies and opportunities

Learn how they can be employed to integrate multiple perspectives and support collaboration

- Context Analysis

Understanding the context in which the business operates is vital to making sound decisions

- Interaction and Stakeholders

Seeing the organisation from the outside and the perspective of customers, suppliers, legislators, employees and other stakeholders

Understand why and how we engage with these parties and what each provides and expects

- Measurement, Metrics and Business Health

Understand how to measure holistically: measure things that really matter and drive desired behaviour and outcomes in a sustainable manner

Learn how to assess and enhance the overall health of the organisation

- Understanding and Delivering Value

Understand value from stakeholder perspectives, how it is created and how to enhance its delivery through capabilities

- Working Smarter not Harder

Improving value delivery by understanding the use of data, ubiquitous intelligence, pervasive networks, location awareness, algorithms and machine learning

- Communications: Listening, Convincing

Listening and gathering accurate inputs to decision making

Facilitation and consensus building

Formulating recommendations, plans, designs and architectures in a way that is accessible and persuasive to decision makers and affected stakeholders

- Data, Knowledge and Power

Understand what they are, how we gather them, how we organise them, exploit them and integrate them for best effect

- Organisation Structure, Design, Emergence

How organisations come to have the shape they do

Understanding new possibilities and what is appropriate to respond to challenges and opportunities while respecting the human aspects and good cultures

Supporting agency (self management) while achieving high performance

Working with organisation design to achieve a match for future business structures

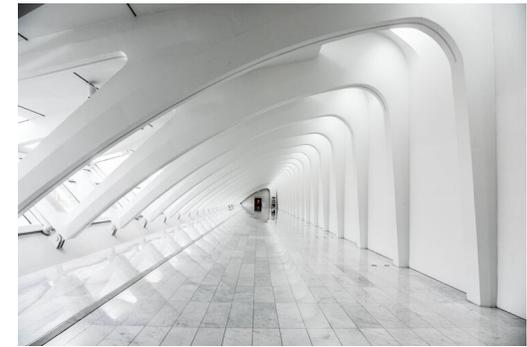
The role of change management in success

“For me, it was my first business architecture course; I got what I was bargaining for and more... It has done a great deal to whet my appetite. I’m in it, I’m inspired. Besides thinking about tooling and capabilities, etc., ...it’s given me the actual definition of what Business Architecture is and what it is not.”

- Sabelo Mabanga, newly minted business architect

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- Desirable Futures
 - Development of visions for business, products, services, delivery, customer interaction
 - Scenarios and prototyping
- Understanding and Achieving Quality
 - Understanding quality, quality measurement, quality achievement and quality improvement
- Why? Understanding Motivation
 - Understanding the many reasons we do things, the many reasons we may need to change
 - Merging these drivers
 - Identifying themes and priorities
 - Setting realistic goals and objectives and tracking activity to respond to desired outcomes and imperative changes
- Innovation and Disruption
 - How do we foster creativity and leverage it internally and externally
- Delivering Delight
 - How to engineer delight into products, services and customer experience
 - How to keep doing it

How to be a great place to work while delivering value sustainably

- Managing Risk
 - Understanding, identifying, reducing, and appropriately taking risk
- Choosing Battles, Scoping, Prioritising
 - Filtering options, properly scoping initiatives, focussing resources and executing in the right sequence
 - The role of minimum viable products and incremental delivery

Provided Materials

Supporting notes, documents, examples and videos are provided to enhance learning. Support in planning the use of techniques in your own context is included.

Location, Costs and Dates

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

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.

