



# Business Architecture

## A Great Career Option

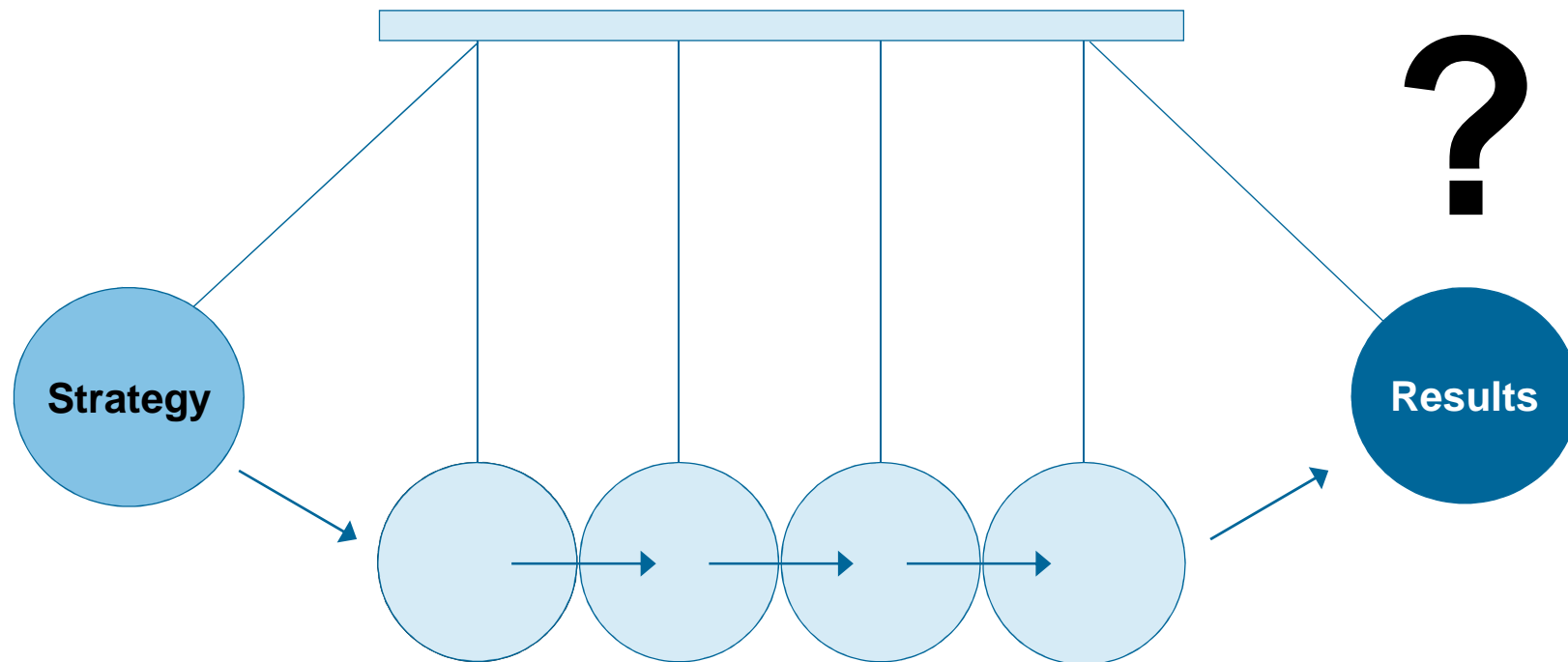
October 22, 2009

## Career in Business Architecture

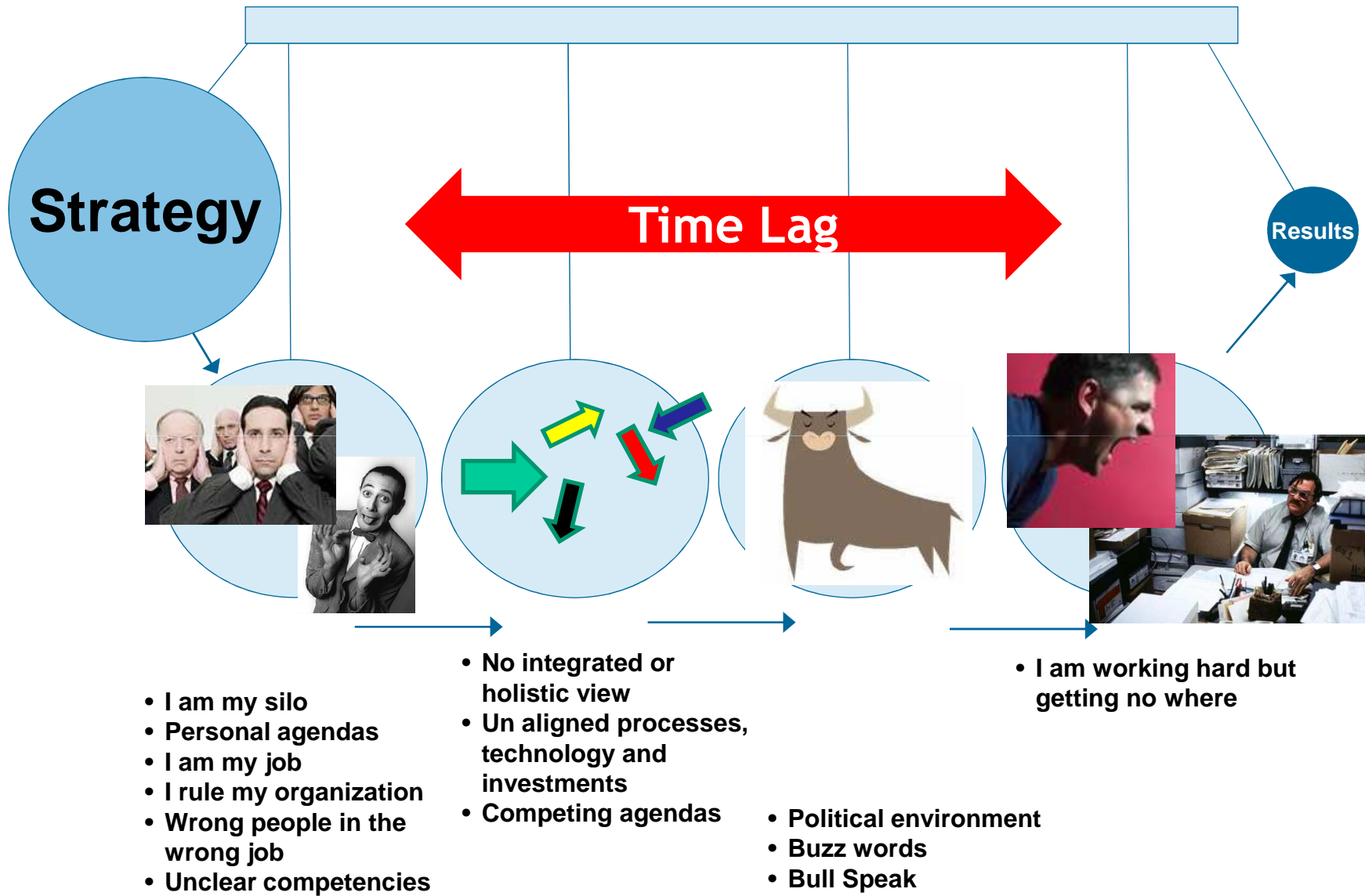
- What it means to be a Business Architect
- Competencies and career path
- Present and future demand
- Example engagements discussion

# Problem: Lack of Integration or Holistic View

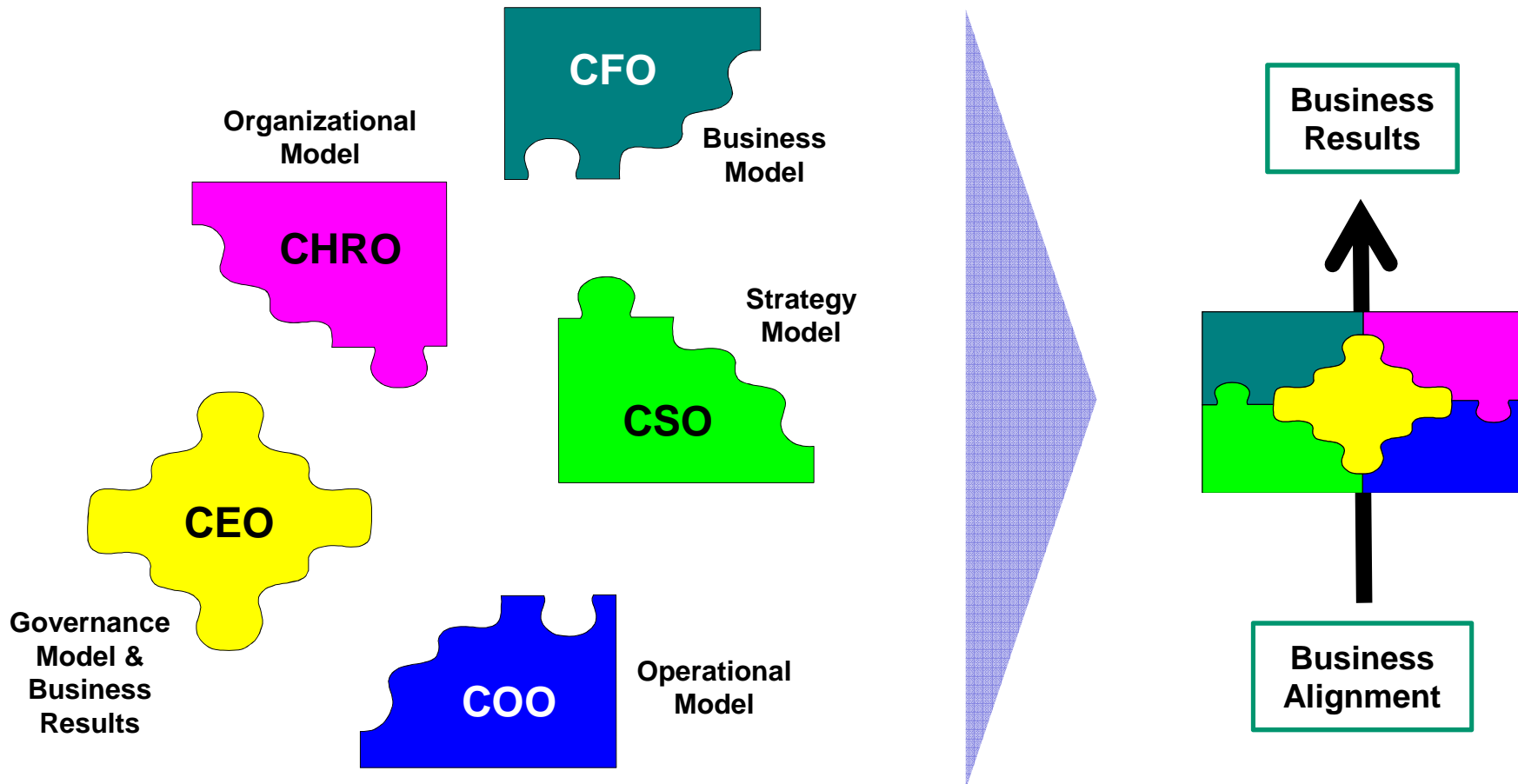
## *Cause and Effect* vs. **Design**



# Business Today



# Problem: Lack of Integration or Holistic View



# Business Architecture Approach™

## What a Business Architect Does

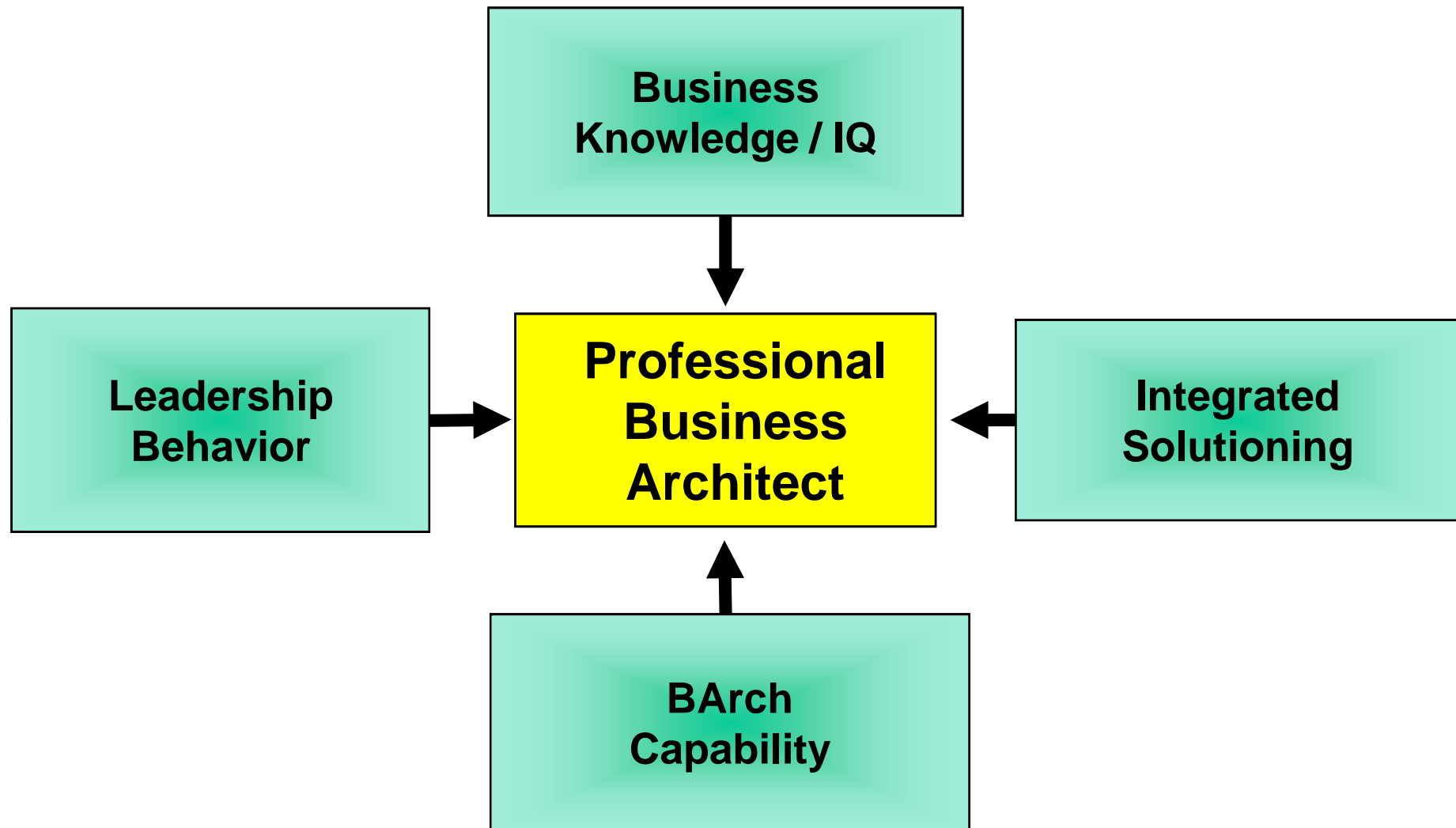


**Business  
Results**

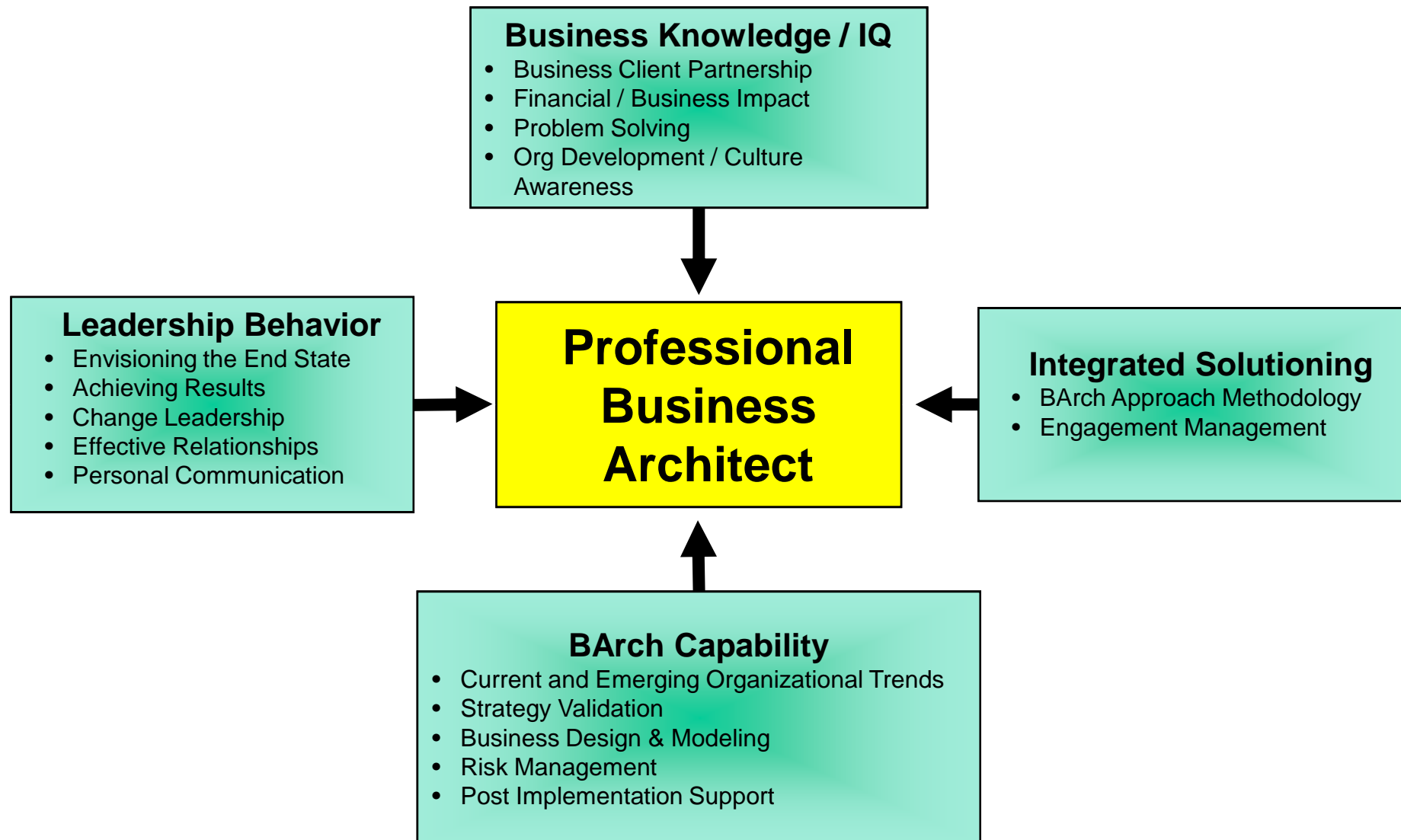
*“Organizations are perfectly designed to achieve the results they do.”*  
– David Nadler

**Is your Organization delivering the  
RIGHT results?**

# Core Business Architecture Competencies



# Business Architecture Competency Model



# Business Architecture Competency Matrix

	Business Architect	Master Business Architect	Chief Business Architect
Equivalent Business Title	• → Manager Level	• → Director Level	• → Vice-President-/GM Level
Activities	• → Business Architecture Team Member	• → Business Architecture Team Leader	• → Lead Business Architecture Group and advise Corporate Management
Education and Certification	<ul style="list-style-type: none"> <li>• → MBA or equivalent with exposure to Business and IT architecture practices</li> <li>• → Certified Business Architect (CBA)® from the Business Architects Association® or equivalent</li> </ul>	In addition: <ul style="list-style-type: none"> <li>• → Advancing the profession through published articles and papers</li> </ul>	In addition: <ul style="list-style-type: none"> <li>• → Leadership Training</li> <li>• → Public speaking</li> <li>• → Recognized leader in the BArch field</li> </ul>
Years of Prior Experience	<ul style="list-style-type: none"> <li>• → 3-5 years (participated as a key member on multiple BArch engagements)</li> <li>• → Exposure to other disciplines, including Sales/Marketing, Operations (ex: Service, Supply Chain, Manufacturing), IT, Strategy, Finance, HR or Project Mgt. Work experience within these disciplines a plus</li> </ul>	<ul style="list-style-type: none"> <li>• → 5-7 years (leader of small cross-organizational BArch engagements)</li> <li>• → Work experience within several of the following disciplines: Sales/Marketing, Operations (Service or Manufacturing), IT, Strategy, Finance, HR or Project Mgt</li> </ul>	<ul style="list-style-type: none"> <li>• → 10 years (leader of multiple cross-organizational BArch engagements)</li> <li>• → Work experience within many of the following disciplines: Sales/Marketing, Operations (ex: Service, Supply Chain, Manufacturing), IT, Strategy, Finance, HR or Project Mgt</li> </ul>
	<ul style="list-style-type: none"> <li>• → Works collaboratively with others</li> <li>• → Self-directing</li> <li>• → Maintains confidentiality</li> <li>• → Exhibits respect for cultural differences</li> <li>• → Uses industry approved methods and standards</li> </ul>	In addition: <ul style="list-style-type: none"> <li>• → Leads teams</li> <li>• → Challenges the status quo and raises issues with functional Directors/VPs</li> <li>• → Secures commitments from others with no direct authority in Business Architecture</li> </ul>	In addition: <ul style="list-style-type: none"> <li>• → Sets direction for Business Architecture organization</li> <li>• → Educates leadership on the benefits of a well architected organization</li> <li>• → Sets the Business level strategy for</li> </ul>

# Business Architecture Job Description

## Business Architecture Job Profile

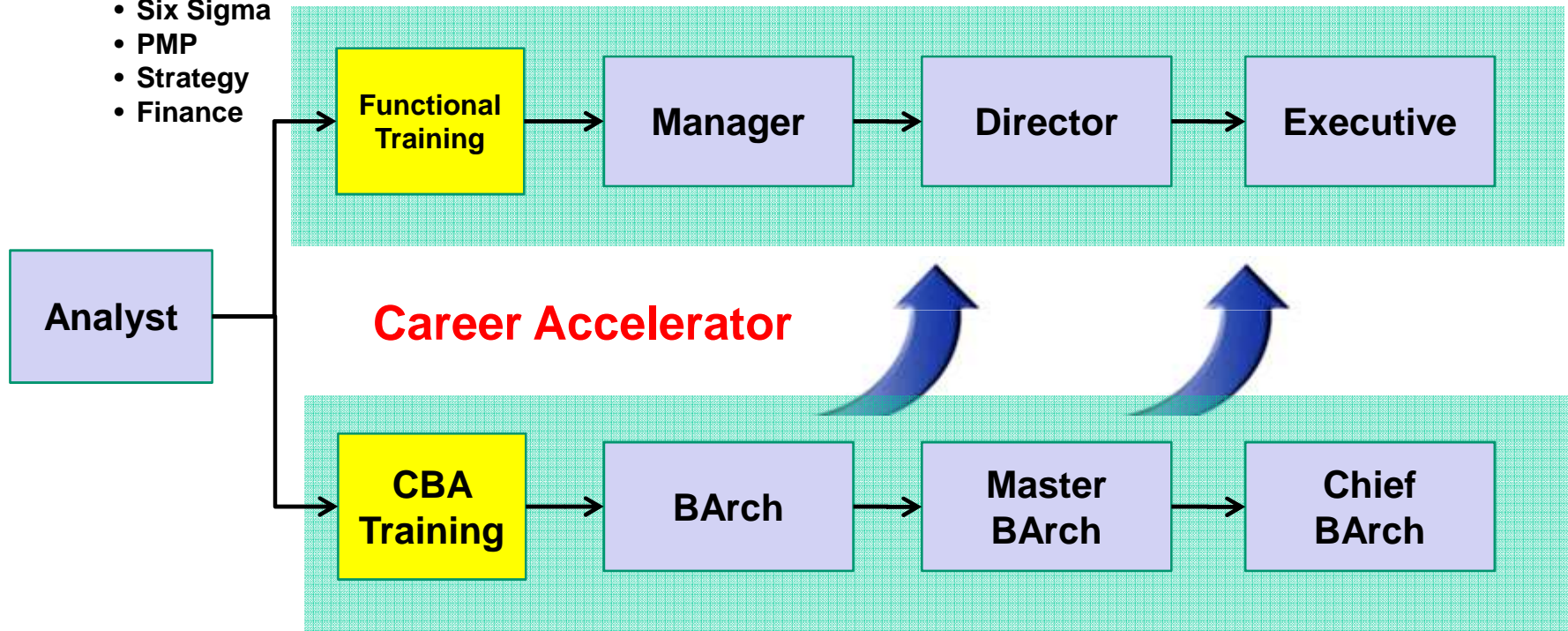
Business Architecture Job Family: Business Architect

<p><b>Summary Job Description:</b></p> <p>This career ladder is intended to generically identify the type and level of duties and responsibilities for the position. Level responsibilities below progressive in nature require competency in all aspects of the position level(s).</p>	<p>Business Architects are responsible for working on behalf of senior leadership in the delivery of Business Architecture projects. They are accountable for completing projects within budget and on time while meeting both the needs of the business and internal clients.</p> <p>They are responsible for initializing, planning, overseeing executing and closing projects. They are also responsible for building client relationships and delivering on stakeholder expectations, providing overall project leadership, understanding the organizations strategy and how it should be operationalized, leveraging project management tools, monitoring project performance, and understanding their projects strategic impacts.</p> <p>Business Architects go from project to project and may vary on the function(s) / business problem they support. They spend less than 50% of their time managing people.</p> <p>Key Business Competencies include: understanding and operational strategy, strong understanding of the business financial model and the drivers of both revenue and costs, the design of processes / systems / organizations to deliver required business results, the design of human systems (including structure, culture and governance) to enable and reinforce performance and the design of performance metrics to measure and incent business results.</p> <p>Key Project Mgmt Competencies include: Building Client Relationships and Stakeholder Expectations, Leadership, Project Management Tools and Information Technology, Monitor Project Performance, Business Acumen, Management Skills, Project Management Knowledge, Project Planning and Project Execution.</p> <p>Additional Health and Safety Requirements (U.S. ADA): Position requires ability to use a computer for 4 or more hours a day. Travel and/or work off-hours may be required.</p>
<p><b>Education and Scope</b></p>	
<p><b>Required Education/Knowledge</b></p>	<p>MBA and/or equivalent education or knowledge.</p>
<p><b>Recommended Education/Knowledge</b></p>	<p>Certified Business Architect (CBA), Project Management Professional (PMP), Business Process Management Certification (BPM), Systems Thinking Certification and/or equivalent education or knowledge.</p>

Illustration

# Business Architecture Career Path

- BU / Operations
- Information Technology
- Human Resources
- Six Sigma
- PMP
- Strategy
- Finance



# Business Architecture Education

## Certification (On and off line)



**What's New**

Welcome Letter from President Jack Hilty

"How Cisco's John Chambers is Turning the Tech Giant Socialist" article

**Business Executives**  
Gain the insights and resources you need

**Business Architects**  
Make the contacts and get the credentials you need

**Business Architects Support Executive Management.**  
A turbulent and increasingly competitive global economy, and the rapid pace of change in business models, technology and customer demand are all drivers of business transformation. Executives launching business transformation for their enterprise need exceptional Business Architects to ensure their success.

**Certification**  
**Certified Business Architect (CBA)®**

3-Course Program

Options:

1. Classroom, Chicago: next cycle begins Monday October 12, 2009
2. Online: next cycle begins January 2010

**Membership**

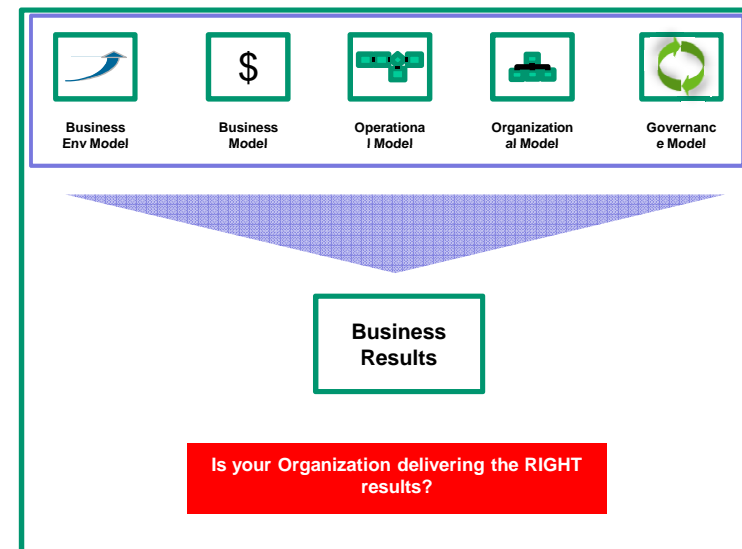
Executives & HR	Universities	Professionals
<ul style="list-style-type: none"> <li>What is a Business Architect?</li> <li>Building a Business Architecture Group</li> <li>Verifying Credentials of an Applicant</li> <li>Ask a Question</li> </ul>	<ul style="list-style-type: none"> <li>Launching a Business Architecture major</li> <li>Research</li> <li>Finding Qualified Instructors</li> <li>Ask a Question</li> </ul>	<ul style="list-style-type: none"> <li>Becoming a Certified Business Architect™</li> <li>Participate in our Professional Communities</li> <li>Finding a Job</li> <li>Ask a Question</li> </ul>

**PRIME MANAGEMENT ACTIVITIES**

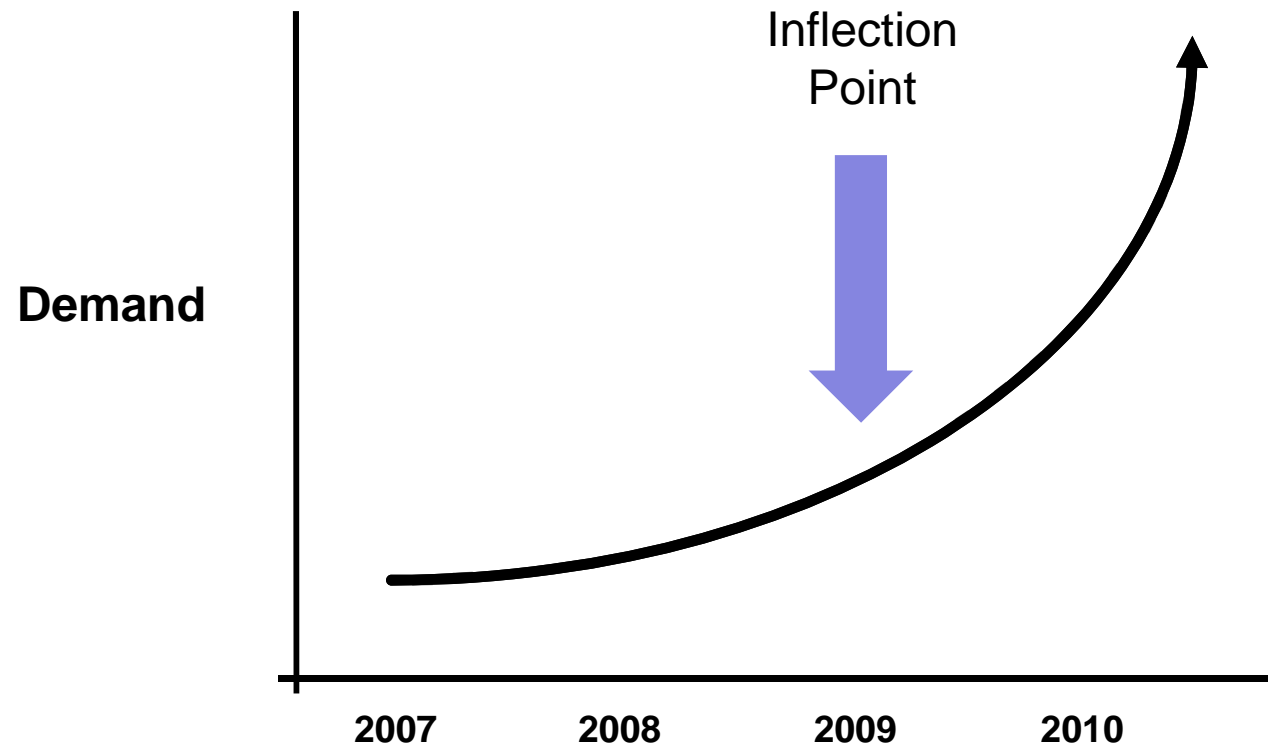
<http://www.businessarchitects.org/>

## Corporate Boot Camp

Programs are available and offered directly to organizations, with content approved by the **Business Architecture Institute**



# Present and Future Demand



# Who are Becoming Business Architects?

**Hi Potential Individuals** seeking additional education and competitive career value while making a *DIFFERENCE*

**Next Generation Leaders** who recognize the need to think holistically and “connect the dots”

**Consultants** looking to build a practice area and distinguish themselves in the market