TCBAF TWIN CITIES BUSINESS ARCHITECTURE FORUM

The Twin Cities Business Architecture Forum Community Update

SEPTEMBER 19TH, 2017

2017 Theme: Business Architecture – Architecting for the Future

In an age marked with uncertainly and constant transformation, leverage business architecture to create a roadmap for your organization's future

Establish Vision

Business Model Canvas
Express Scripts (April)
Leveraging the business opportunity canvas to drive business transformation

Customer-Centric Design
Thrivent (May)
Customer Journey Mapping to realize customer-centric design

June Social Event
Urban Growler

Plan & Align Organization

Business Architecture & IT Service Alignment
Medtronic (July)
Aligning IT Services to realize business value

Strategic Planning 101
Target (September)
Exploring common techniques for strategic planning & alignment

October 17th Social Event
Steel Toe Brewery

Realize Value

Annual TCBAF Summit
Cargill (December 7th)
Annual event –
*Check **tcbaf.org** for info*

Purpose and Value Prop 101
Metro State (January)
Start with 'Why' to achieve full business value

Holiday Reception
December 7th
Following the Summit

THE BUSINESS ARCHITECTURE SUMMIT

Architecting for the Future of Business

In an age marked with uncertainty and constant transformation, leverage business architecture to create the roadmap to prepare for your organization's success today, and into the future.

Join us

December 7, 2017

- Join your peers and colleagues for networking and information sharing
- Learn from thought-leaders, experts, and practitioners
- Choose from multiple sessions and tracks in this day-long event
- For opportunities to speak and registration details, visit TCBAF.org

TCBAF TWIN CITIES BUSINESS ARCHITECTURE FORUM

Built on learned best practice

Full day, with lunch and Holiday Happy Hour

Pricing: $119 Early Bird / $149 Regular

Four tracks

Eighteen presentations

Track themes include:

- **Digital/IT Transformation**
- **Building Foundations**
- **Extension and Evolution**
- **Skill Development and Training** (provided through a collaboration between Armstrong Process Group and Metro State University)

Two Keynotes

Mike J. Walker

Futurist and Enterprise Architect

LinkedIn | Twitter | Blog | My Bio & Research | Gartner Enterprise Architecture Research

Summary

Widely recognized as a Strategist and Enterprise Architecture advisor, industry thought leader, author and mentor. Mr. Walker has aided global fortune 100 companies with their innovation programs, strategic planning and enterprise architecture with high-impact pragmatic approaches. Clients hold him in high regard to deliver advice, out-of-the-box innovative thinking and architectural strategies. Serving in leadership positions in global organizations delivering IT strategy and enterprise transformation initiatives. His thought leadership can be seen on his blog MikeTheArchitect.com, in the press, or in publications. Finally, through Mike's passion to advance the industry he has served as a board member at the Open Group, chairing both the TOGAF and Business Architecture.

Expertise Areas

- Enterprise Architecture
- Strategy and Planning
- Innovation Management
- Emerging Technologies
- Digital Transformation
- Career Coaching

Community at-large Board Election

Two at-large positions open

Thank you Sharon Shakya, Tim Jennissen, and Pam Hullander!

Position Highlights:

- Attend once-monthly Board meetings, Community meetings, social events and annual retreat.
- Represent the voice of the TCBAF business architecture Community on the Board.
- Participate in SIG management, Summit planning, and event planning.
- Serve in a coordination role for an established Board function (i.e.: Technology, Marketing, Communications, Finance, etc.)
- Three year term.
- Awesome networking, social and educational benefits!!

Board Members

- Linda Finley, President
- Jeff Dreher, Target
- Mandy Spiess, Metro State
- Tony Woods, Express Scripts
- Pam DeGrote, Trissential
- Tim Jennissen, Cargill
- Jake Laabs, Thrivent
- Carla Way, at-large (2017)

Agenda

Defining Your Purpose

- Start with Why

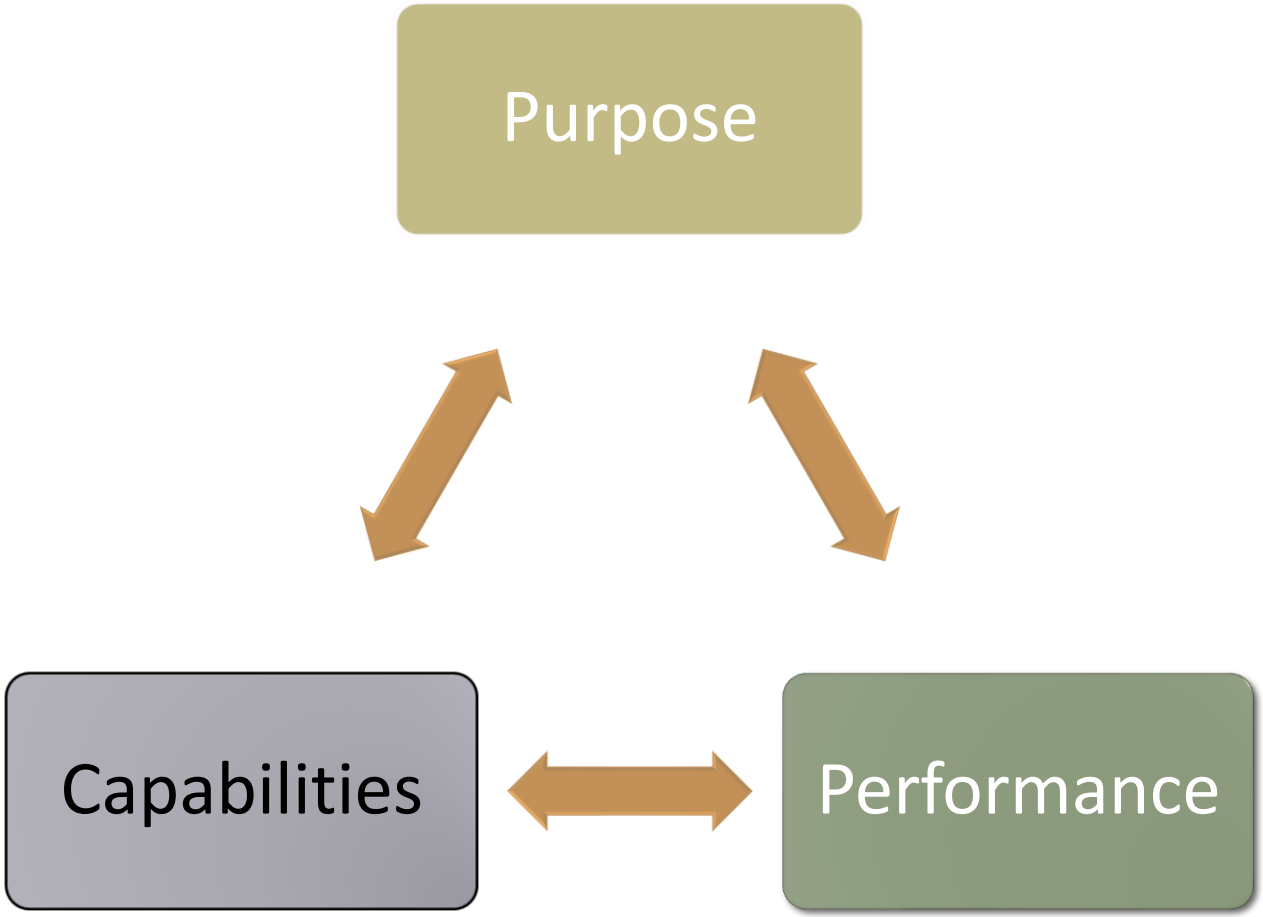
Defining Your Strategy & Positioning

- Industry Assessment (Porter's 5 Forces)
- Positioning (Martin's Where to Play, How to Win)
- Business Modeling (Business Model Canvas)
- Value Proposition (Value Proposition Canvas)

Ensuring Successful Strategy Execution

- Strategy to Execution Frameworks
- Strategy Cascading Frameworks (OGSM, OKRs, Balanced Scorecard)
- Business Architecture Enablers
- Critical Success Factors

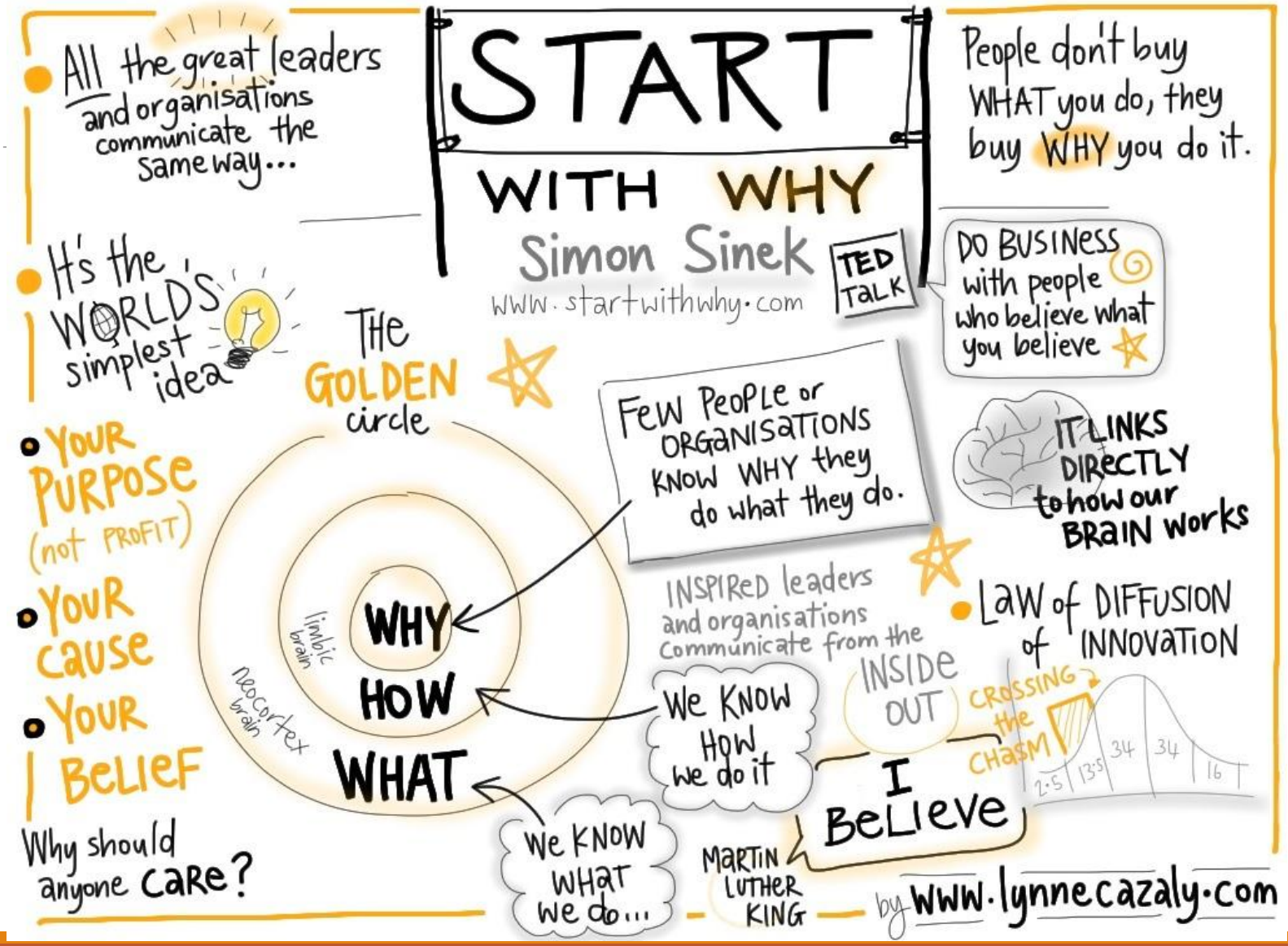
The Model



Leadership Advantage Proprietary 2013.

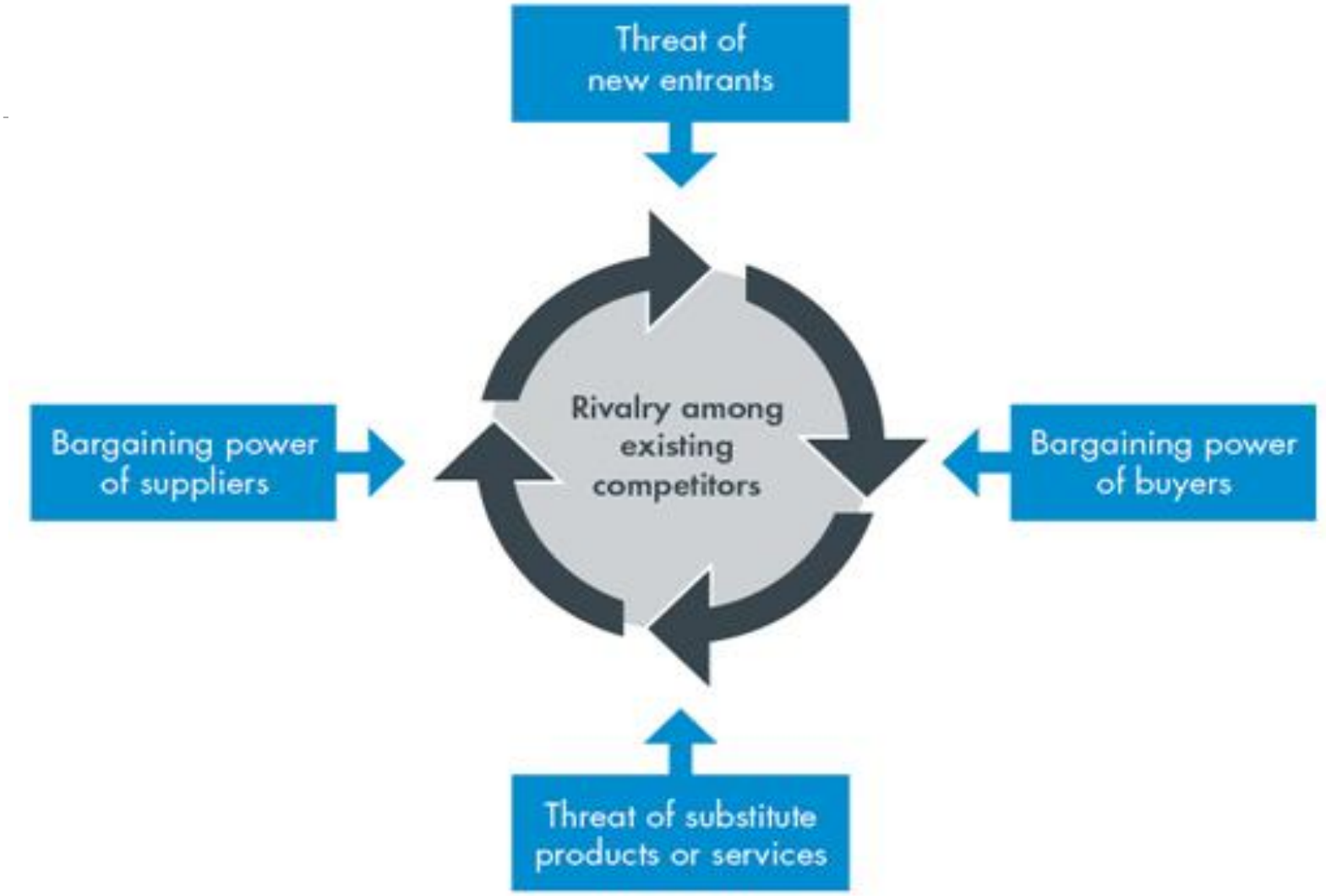
Defining Your Purpose

Start with Why

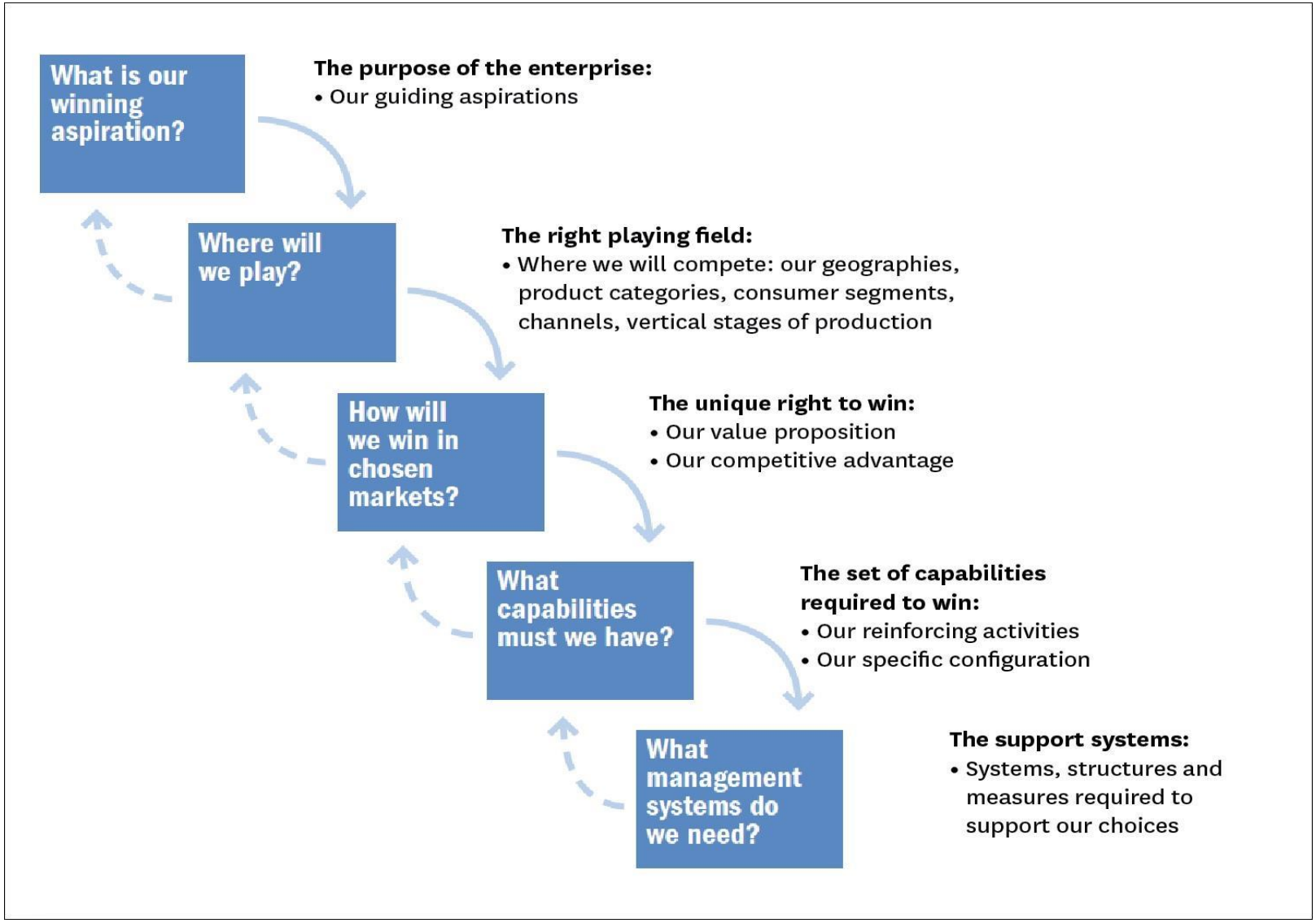


Defining Your Strategy & Positioning

Porter's Five Forces



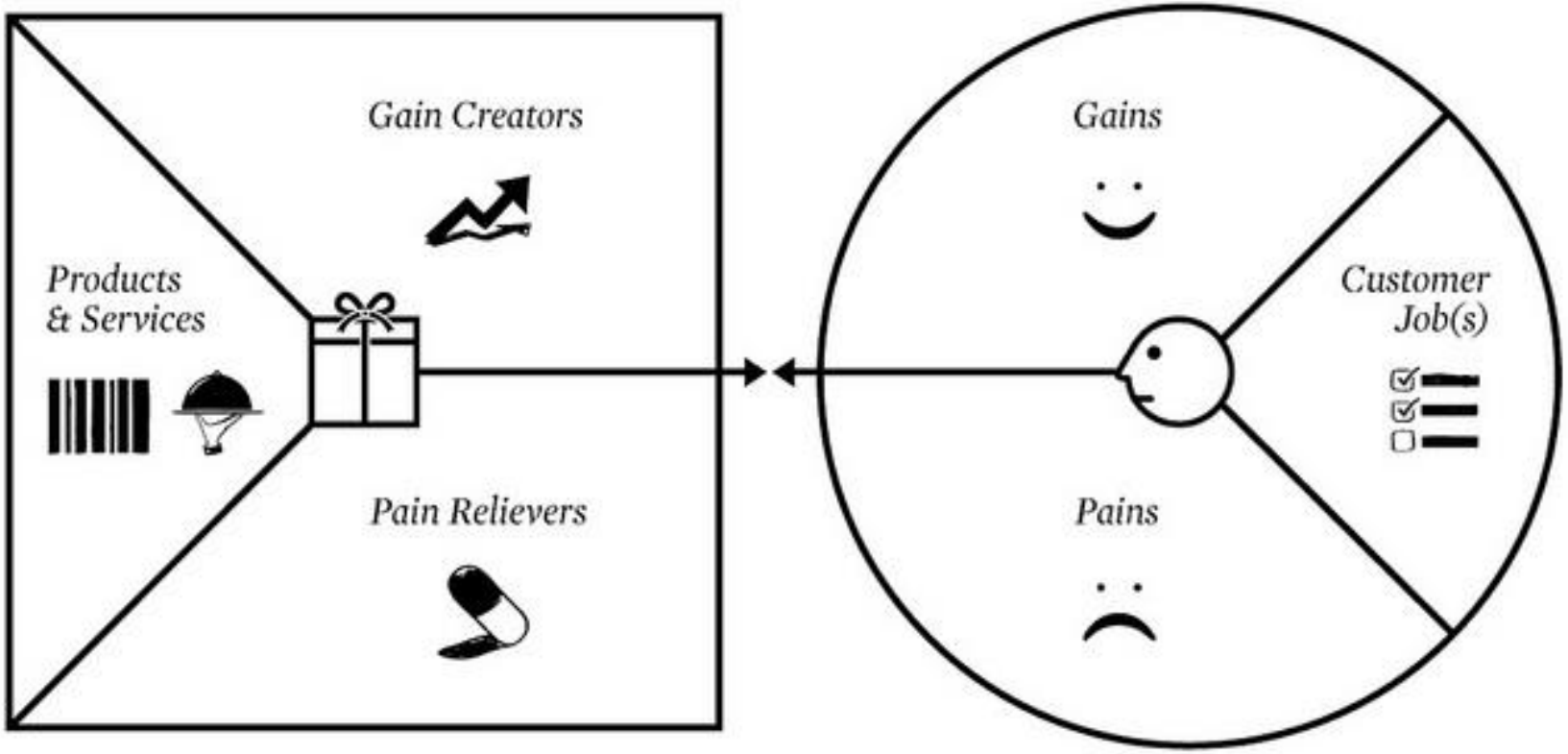
Where to Play, How to Win



Business Model Canvas

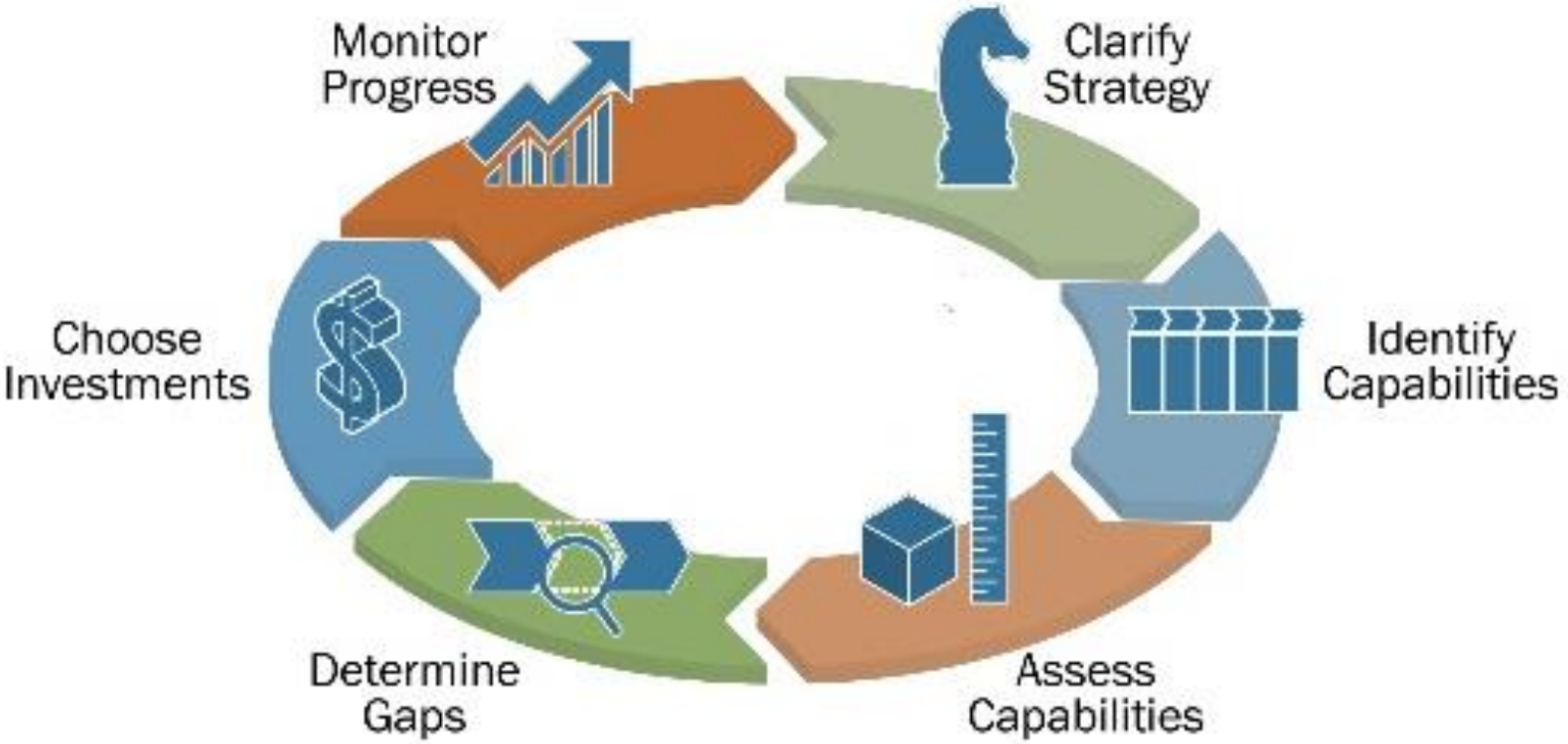
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

Value Proposition Canvas

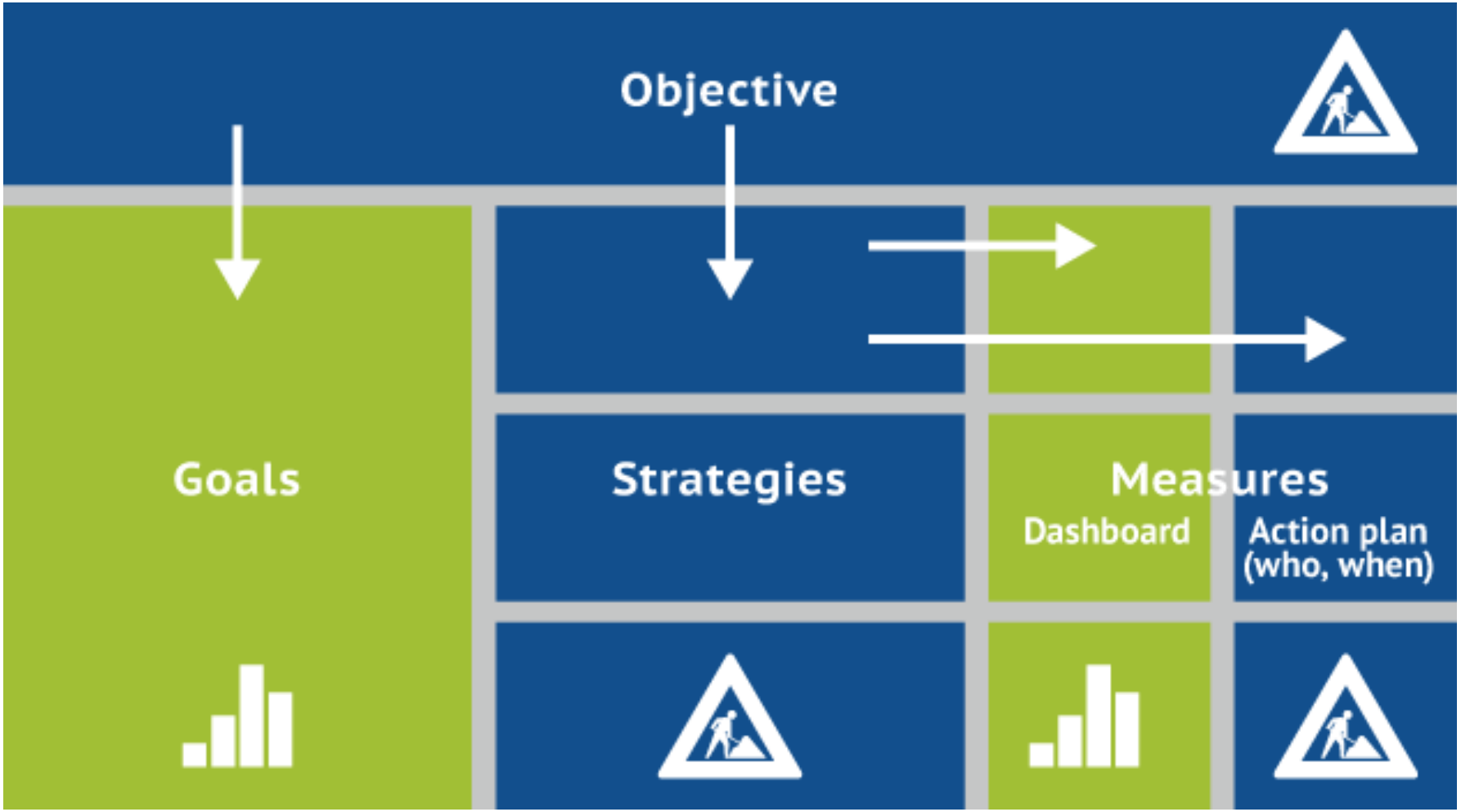


Ensuring Successful Strategy Execution

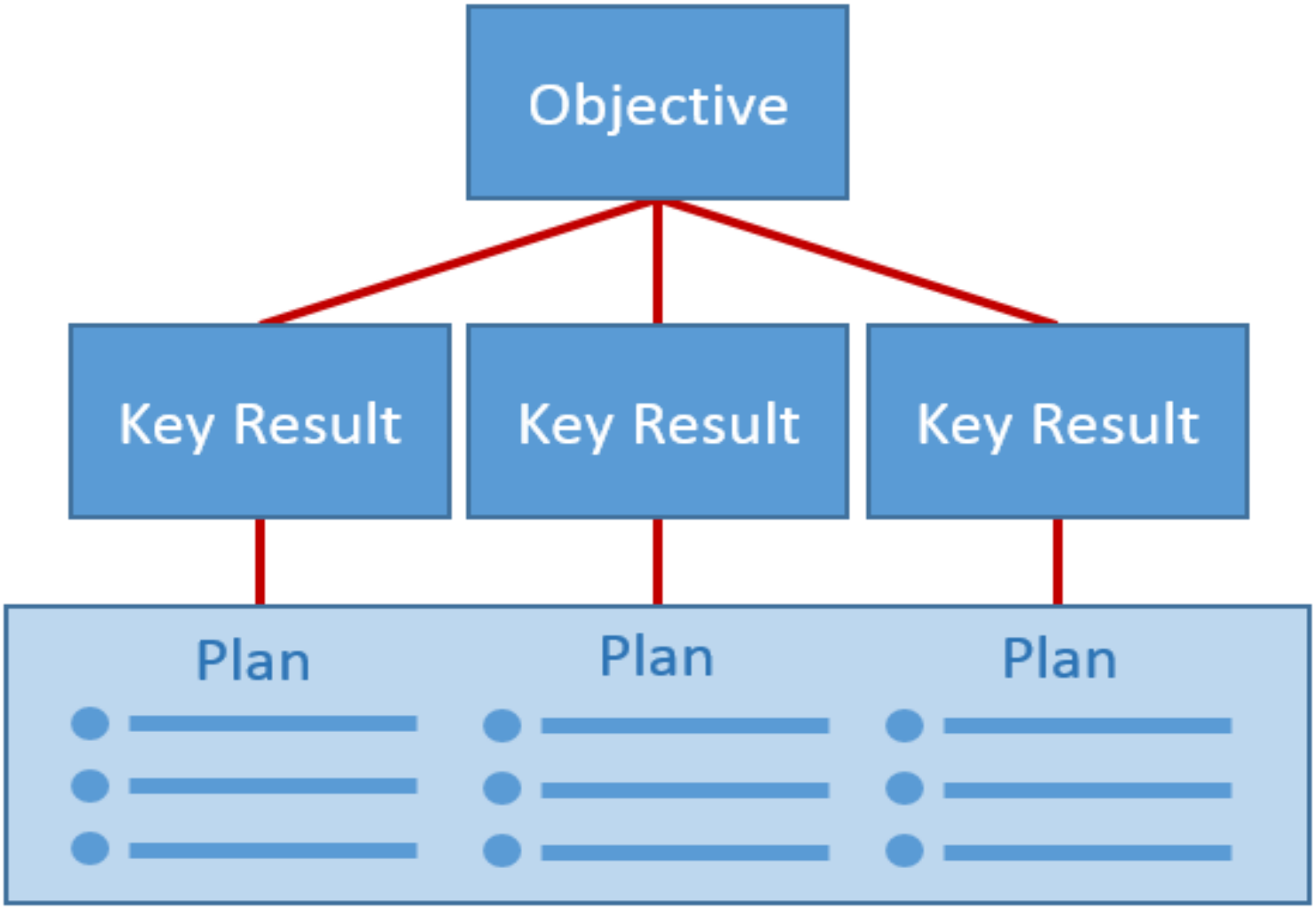
Strategy to Execution



OGSM Framework



OKR Framework



Strategy mapped to Business Capabilities

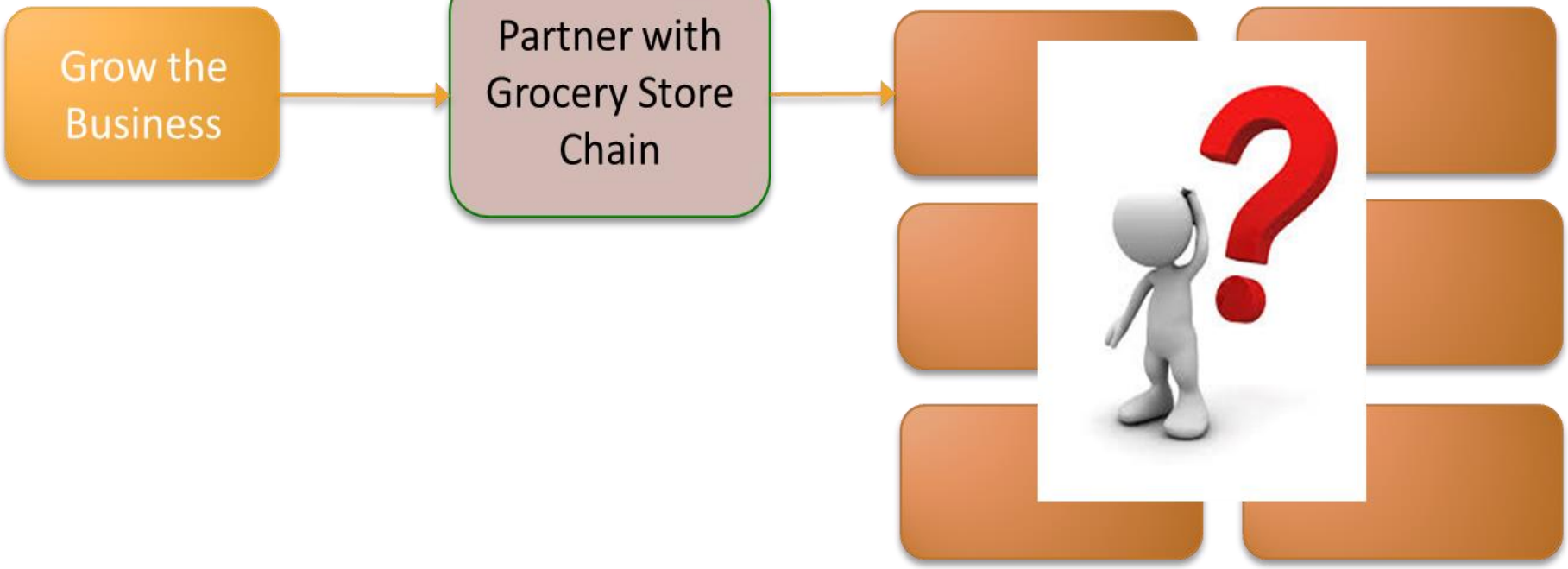
Business strategy

Grow the Business

Objective

Partner with Grocery Store Chain

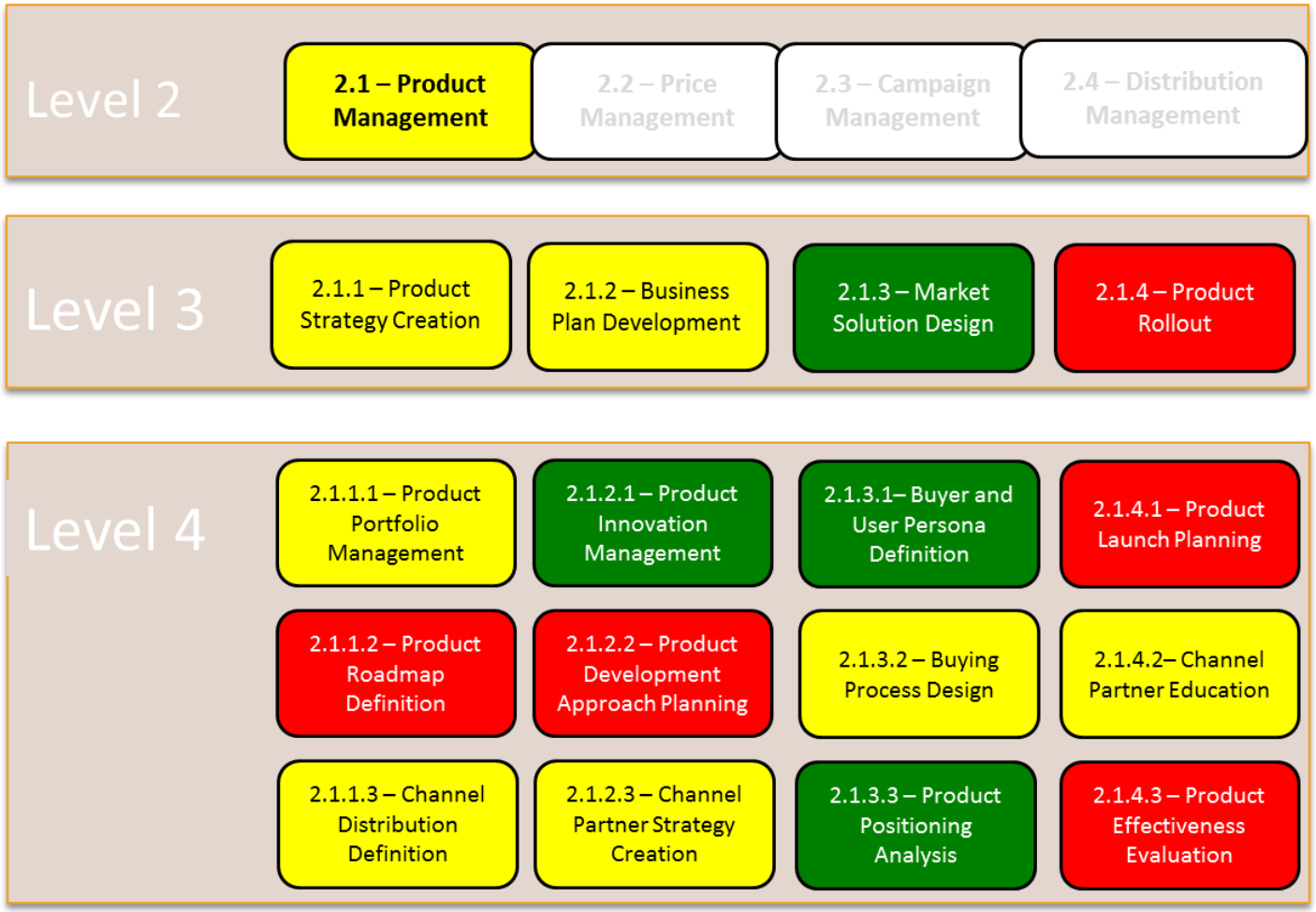
Required Business Capabilities



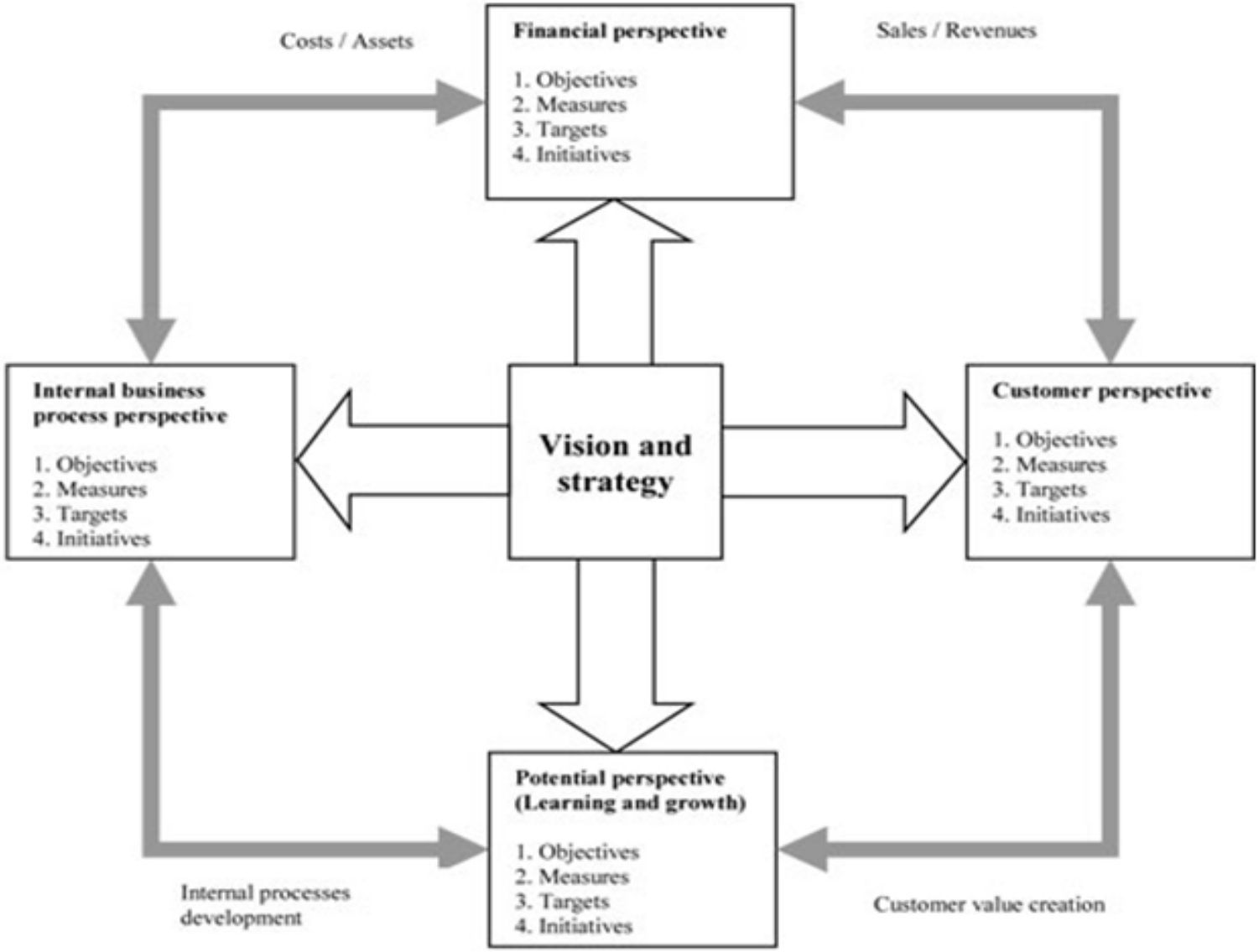
Maturity Report

REMEMBER:
"Parent" business capabilities inherit from their "children".

A common method to report results is to use a Heat Map concept.

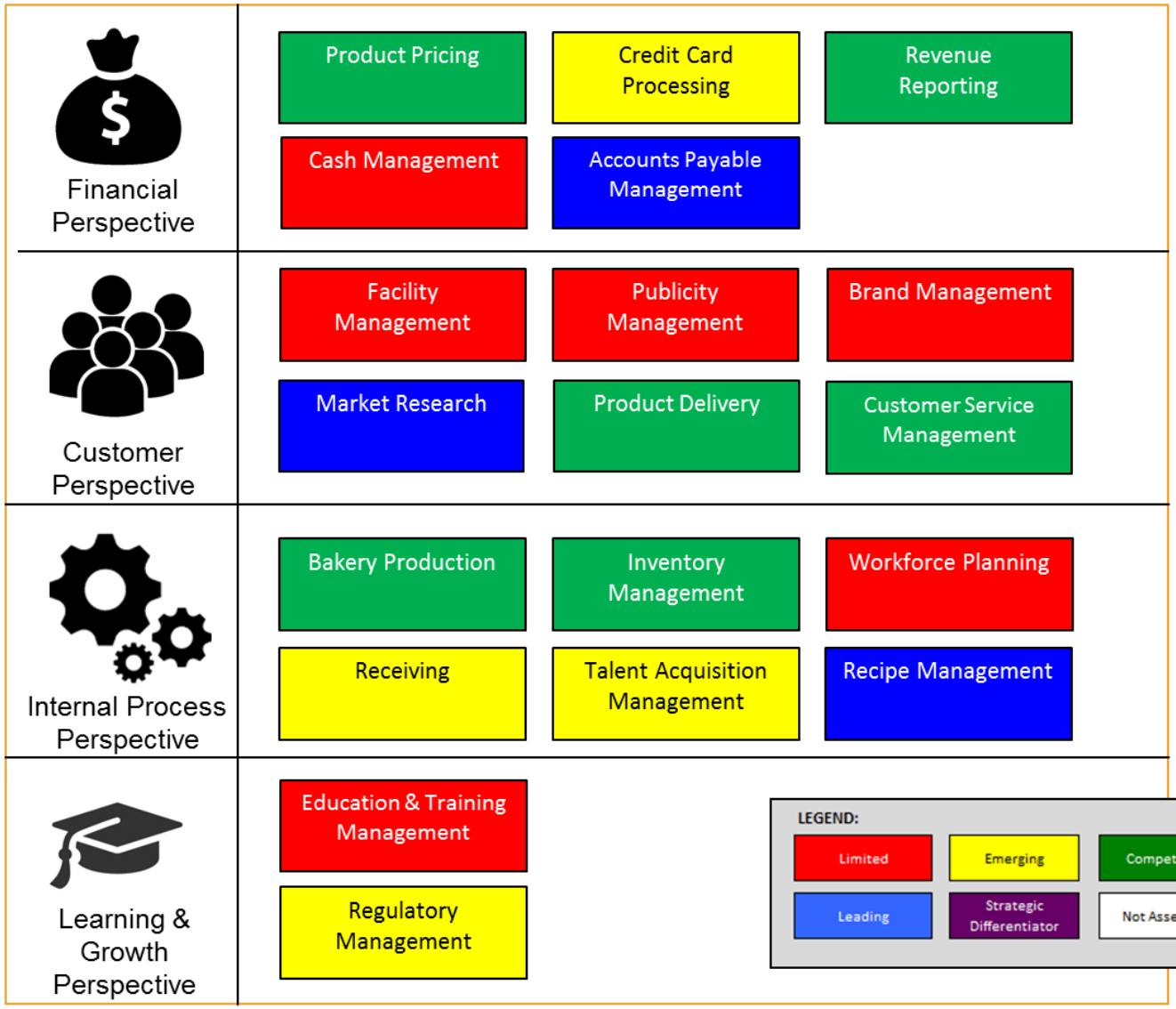


Balanced Scorecard Framework

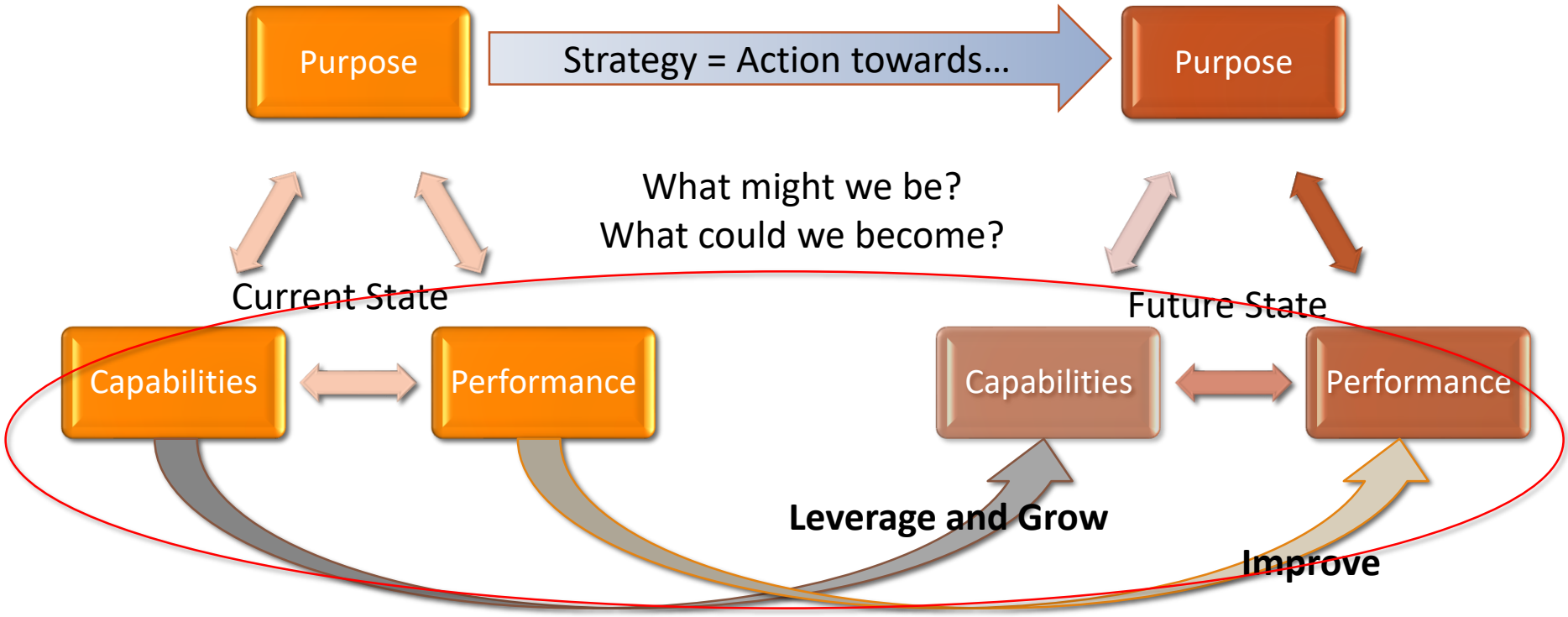


Business Capabilities mapped to Strategy Map

Strategic objective: Partner with Grocery Store Chain to successfully expand product into a new market.



Business Architecture enabling Strategy planning



Q&A