

# TCBAF – The Persona of a Business Architect

**May 19, 2015**

# About Jake

- Hospitality operations management from 2003-2006
- MBA from the University of Minnesota in 2008
- Internal consulting at Thrivent Financial from 2008-2011
- Business architect at Thrivent Financial from 2011-present

# Experiences leading to observations:

Attended the Business Architecture Innovation Summit 2012-2015



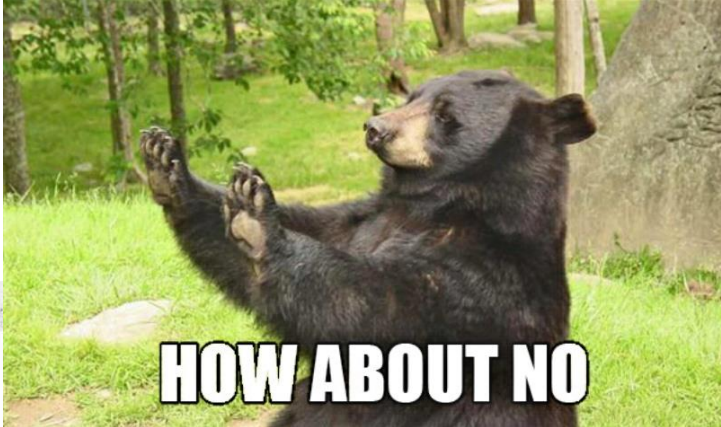
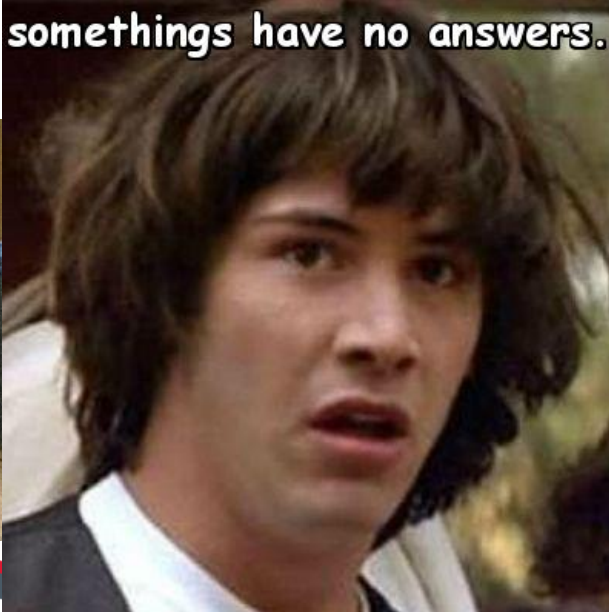
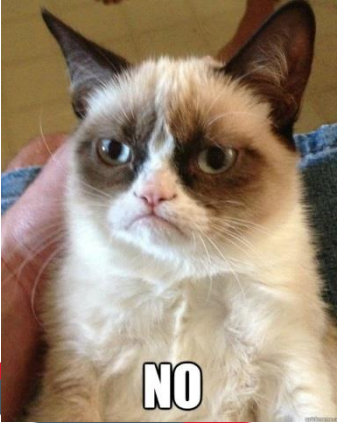
Participating in Twin Cities community events involving business architecture



Involved with Business Architect hiring at Thrivent Financial (direct and indirectly)



Is there a sole, best fit persona of a business architect?



## Observational Success Criteria:



- Experience/background
- Discipline Experience and Training
- Education
- Hard skills
- Soft skills and competencies

# Observational Success Criteria: Work Experience/Background

## Business Analyst

- Great understanding of process and systems
- Brings logical/analytical thinking
- Understands what it takes to operationalize initiatives
- General business line knowledge

## Tech, Information, Enterprise Architect

- Great understanding of process and systems
- Brings logical/analytical thinking
- Understands architectural foundations

## Consultant

- Brings logical/analytical thinking
- Familiar and willing to work with multiple models
- Broad business knowledge
- Generally brings facilitation skills and other soft skills

## Business Line SME

- Depth of knowledge in a specific business area

## Industrial Engineer

- Technical/operational knowledge
- Brings logical/analytical thinking
- Can relate with engineers



## Observational Success Criteria: Discipline Experience and Training

- Business Process Management
- Continuous Improvement (Six Sigma)
- PMP (Project Management Professional)
- CBAP (Certified Business Analyst Professional)
- TOGAF (an Open Group standard)
- *Certified Business Architect*





# Observational Success Criteria: Education

- Post-secondary education
- Technical slant
- Advanced degree
- MBA





# Observational Success Criteria: Skills



## Hard skills

- Framework use (a large tool-kit)
- Microsoft suite expert
- Design Thinking
- Business intelligence
- Sales
- Facilitation experience
- Presentation experience
- Analytical skills

## Soft skills and Competencies

- Strategic thinking
- Ability to influence without authority
- Being comfortable with ambiguity
- Charismatic – executive presence
- Clear written and verbal communication
- Excellent listening skills
- Resilience
- Consultative

# Questions / Other Observations

