

Be part of the Twin Cities Business Architecture Community

Invited Community:

Practicing and aspiring Business Architects, Enterprise Architects, and Business Leaders seeking to realize the value of Business Architecture for their organizations and careers

DATE

**Tuesday
January 22,
2019**

TIME

4:00—6:00 p.m.

LOCATION

US Bank

Meridian Crossings

Richfield, MN

Arrowhead
Conference Room

QUESTIONS?

Linda Finley
(763) 639-6564

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Metropolitan State University
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Value Mapping: A Foundational Domain of Business Architecture

Please join us for our January session that will focus on Value Maps.

Capabilities, capabilities, capabilities - it seems like that's often all you hear about when business architecture is being discussed. While capabilities are certainly important, they are not the end-all of what constitutes the discipline of business architecture. In fact, they are just one of nine business architecture aspects; each of which needs to be understood by practitioners in order to be properly employed. But of those nine domains, one of the most foundational, and therefore one of the most important, is VALUE MAPPING.

- Come to this TCBAF meeting and learn why value mapping is so important and what you need to know in order to do it effectively.
- We will explain critical concepts of value mapping such as value propositions, value streams, triggering stakeholders, value stages, and value items.
- We will also discuss the oft misunderstood relationship between value streams and business process models.
- And lastly, we will go over the power of cross-referencing value streams and capabilities to enable the most impact and benefit to the organization, showing how we can sharpen and improve the planning and management competencies of leaders.

Please join us starting at 4PM for light refreshment and community networking!

Agenda

- Networking
- Brief Board Update
- Summit Recap
- Presentation

Facilitation

We'll share a brief TCBAF Board update, then Dean Larson, TCBAF community-at-large board member, will facilitate this month's presentation.

Dean is a Business Architect and Enterprise Business Analyst consultant with 20 years of in-the-trenches client engagement experience. Dean is a TCBAF board member, a member of the Business Architecture Guild and the International Institute of Business Analysis (IIBA). Dean has an MBA from the University of St. Thomas.

We'll allow plenty of time for discussion, and as always, meeting artifacts and notes will be posted to our [TCBAF web page](#).