Leading with Architecture

December 7 2023

Eighth Annual Business Architecture Summit

Hosted by Cargill, founding TCBAF Community Partner

15407 McGinty Road, Wayzata MN 55391

Welcome some of this year's featured speakers:
Jean Gehring, Global Managing Partner, Lean42
Dr Terry Roach, Capsifi
Beth Elliott, Ellberry
BARR, our Architecting 4 Good partner
Business Architecture Leaders from our community

THE BUSINESS ARCHITECTURE SUMMIT

You'll get valuable access to experts and time spent with your colleagues, and:

- Deep understanding of the transformational power of Business Architecture
- Pragmatic, hands-on experience at Capability-based Planning
- Business model optimization through innovating your Value Streams
- Deep dive into the people enabler of Business Capabilities; getting inside the minds of stakeholders with Human-Centered Design techniques you can use today.
- Key consulting behaviors and techniques to equip yourselves as business architects bringing tangible value to your organizations.

$159
Register
@tcbaf.org

Time	Event
8am	Breakfast
8:30	Conference Opening
9:30	Morning Session
12pm	Lunch Presentation
2pm	Afternoon Sessions
4:30	Closing Session
5pm	Social Time

Welcome and Opening Panel "Local Legends in Twin Cities Business Architecture"

Join our *Local Legends in Business Architecture* **panel** to share insights and answer your questions from the perspective of career business architects and founding members of our TCBAF Community

Morning Workshop, Dr. Terry Roach, Capsifi
Using Business Architecture to establish an operating model as a core strategic asset.
In this pragmatic, hands-on workshop-style extended session, participants will have the opportunity to use a modern business architecture platform to model a slice of a business operation. Together we will develop a dynamic Business Capability map, an interactive Value-Stream and conduct a Maturity Assessment to identify opportunities for optimization.
- Where does your organization keep their operating model today?
- Do you have a universally accepted mental model for the business operating model?
- Are your transformation initiatives guided and prioritized by their contribution to operating model optimization?

Business architecture is the catalyst for addressing these questions. Organizations need to develop the unique cognitive muscle to be able to pivot quickly, ensuring that business operations are continuously aligned with shifting priorities. But if you can't explain what you do, how do you explain what you should be doing?

Capability-based planning is a strategic transformation methodology that leverages a comprehensive perspective of the business operating model, dynamic maturity assessments, and prioritized, value-aligned business drivers to enable continuous innovation.

Participants in this workshop will be given a free software license that they can take back to their organizations and apply the principles learned in the workshop.

Lunch presentation: Architecting for Good (A4G) with Tim Jennissen and Scott Erlanson, TCBAF Board members

The Twin Cities Business Architecture Forum (TCBAF) is a professional community of Business Architects, Senior Business Analysts, and other affinity roles that come together to share best practices and promote the productive use of Business Architecture. TCBAF has collaborated with S2E Transformation Inc.'s **Architecting For Good (A4G)** organization to provide opportunities for our members to give back to our community by using their talents to help non-profits.

Concurrent Sessions:

The Human Side of Problem Solving & Strategy Design, Beth Elliott, Ellberry Consulting

The hard truth is roughly 70% of change initiatives fail, and at the center of all change is people.

During this immersive, hands-on workshop, you will take an exhilarating ride through the design thinking framework; an approach that puts humans at the center of problem solving and decision making. You will walk away with insights, tools, and techniques to help you get inside the minds of users and stakeholders, understand ways to differentiate yourself from the competition, and test concepts before making big investments.

Mini-Roundtable discussions with our morning "Local Legends" panelists

Discussion topics will be collected from attendees prior to the conference.

Closing Keynote

Presentation confirmation coming soon!

Social Event

Join your colleagues and fellow Community members for a hosted social hour.

About the Twin Cities Business Architecture Forum
Business architecture is a growing discipline around the world; its practitioners help to ensure that the alignment of capabilities and enablers within all types of organizations is optimized to deliver value to consumers, customers, and constituents in the most effective, efficient, and nimble manner.

Founded in 2010, the **Twin Cities Business Architecture Forum (TCBAF)** is a Minnesota-based organization dedicated to the understanding and advancement of the role and professional practice of business architecture. We exists to promote common definitions and standards, share ideas, and connect like-minded professionals with networking through meetings, activities, presentations, and educational development opportunities at the local and regional level.

The twin cities metro area of Minneapolis and St Paul in Minnesota is a bright spot within the nation for business architecture. We are delighted to have broad awareness, understanding, and adoption of this important discipline locally–expanding nationally and globally–and we believe it strengthens business communities and organizations overall. We are recognized as the largest organized business architecture Community of Practice worldwide, with several thousand members participating in our Community discussions and meetings over the years.

Welcome to the Summit and the Cargill Headquarters in Wayzata, MN.

We're glad you're here!

tcbaf.org

Terry is the Founder & Chief Technology Officer at Capsifi. Over his 25-year career in senior executive positions at global technology vendors (including IBM, Apple, PeopleSoft and Oracle), Terry participated in dozens of complex business transformation projects across the world. Frustrated with a universal challenge he witnessed, that large complex organizations struggled to adequately describe their business operation, Terry was inspired to search for a more complete and integrated way to do so. His 2011 PhD thesis from the University of New South Wales (UNSW) established 'The CAPSICUM Framework for Strategically Aligned Business Architectures', which has since evolved into the foundation metamodel for the Capsifi Digital Business platform. In 2013 he began rounding up some of his smartest colleagues to help create a software business and from there, Capsifi was born.

Terry continues to pursue an active academic research career holding an Adjunct Senior Lecturer position in the Department of Computer Science at UNSW and is a Professional Advisory Board member for Computer Science at the University of Technology Sydney (UTS). Terry is also a Director of the International Institute of Business Analysts (IIBA) and a contributor to the Business Architecture Guild submission for the OMG Business Architecture Core Metamodel.

Beth Elliott is a business and digital transformation leader focused on putting humans at the center of change. With 20 years of experience in operations and consulting roles across non-profits, Fortune 500, and software development companies, Beth has honed her skills in a people-first approach to process optimization, user experience, systems design, and business architecture.

From early in her career, Beth has had a passion for helping teams work more efficiently. She found herself in operations roles where her greatest joy was working herself out of jobs by optimizing teams using existing tools, technologies, and staff. In 2018, her company made a bet on digital. She pivoted and began teaching others how to apply a human-centered approach to problem solving. Beth co-built an innovation accelerator program where she led cross-functional innovation teams through immersive experiences in understanding the needs and constraints of users, stakeholders, and the organization. She is most proud of her work during the COVID-19 pandemic whereby building deep relationships and trust with customers while developing unique approaches to gathering insights, Beth gained her team virtual access to hospitals for concept testing and built a reputation of being a valued collaboration partner.

Beth is now co-owner of Ellberry, a transformation consulting agency committed to bringing humans to the forefront of business and digital transformation strategy. Beth brings enthusiasm and approachability to all she does and inspires organizations to embrace a learn-it-all mindset when it comes to strategy and solution design. Her guidance empowers teams to embark on transformative journeys, creating a culture of innovation and resilience that leads to sustained success.