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# Catching the Wave: Propelling Business Architecture Forward

AMY BROWNING, KNIGHTS OF COLUMBUS



CATCHING

THE

WAVE

Propelling Business Architecture Forward

"Catching the wave" is a metaphor derived from surfing. It refers to recognizing and seizing an opportunity at the right time to ride its momentum successfully.

In a broader sense, it can mean:

- Taking advantage of trends or movements: Staying ahead by aligning with a growing trend or initiative.
- Being proactive and adaptable: Responding to change dynamically and making the most of evolving circumstances.

For example, in business, "catching the wave" might mean capitalizing on an emerging market or technological innovation before it peaks. In life, it can represent embracing new opportunities as they arise.

<https://chat.openai.com/>



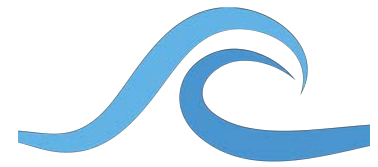
# WHAT IS "CATCHING THE WAVE"?

When momentum is strongest, it propels forward at maximum force.

# AMY BROWNING

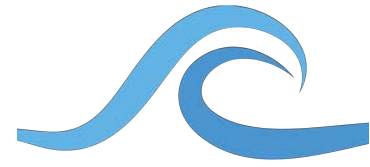
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- Strategic Business Architect
  - MPS, Enterprise Arch & Bus Transformation
  - MBA, Finance
  - BS, Information Systems
  - Certified Business Architect®

# ACTIONS TO PROPEL FORWARD



## LET GO OF PURIST IDEALS

- Draft needed tools
- Use process for value streams



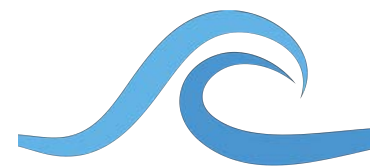
## ALIGN & DEMONSTRATE

- Be consistent on messaging & value
- Own the change by making it real



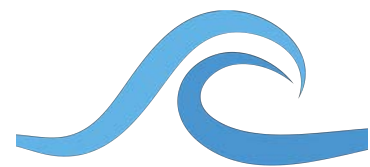
## END THE DEBATES

- Accept other ways of working
- Enough meta-modeling talk



## OUTSOURCE EDUCATION

- Start a book club
- Develop a Wiki/SharePoint



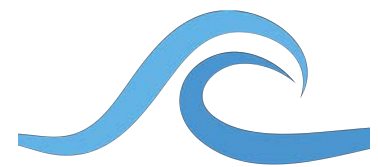
## UNITE WITH FRIENDLIES

- Create a community of practice
- Help others fill development gaps



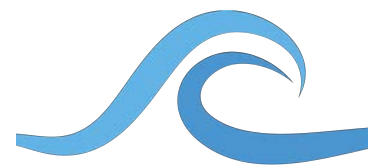
## SHARE TIME & MATERIALS

- Use each other as “influencers”
- Provide templates and examples



## LEVERAGE SOCIAL MEDIA

- Comment/share successes
- Apply hashtags
- Write an article



## MODERNIZE THE JOB PROFILE

- Request a re-write
- Mirror good examples



## GET INVOLVED

- Find a tribe & volunteer
- Present at an event
- Network meaningfully

# CONNECT & CONTINUE

