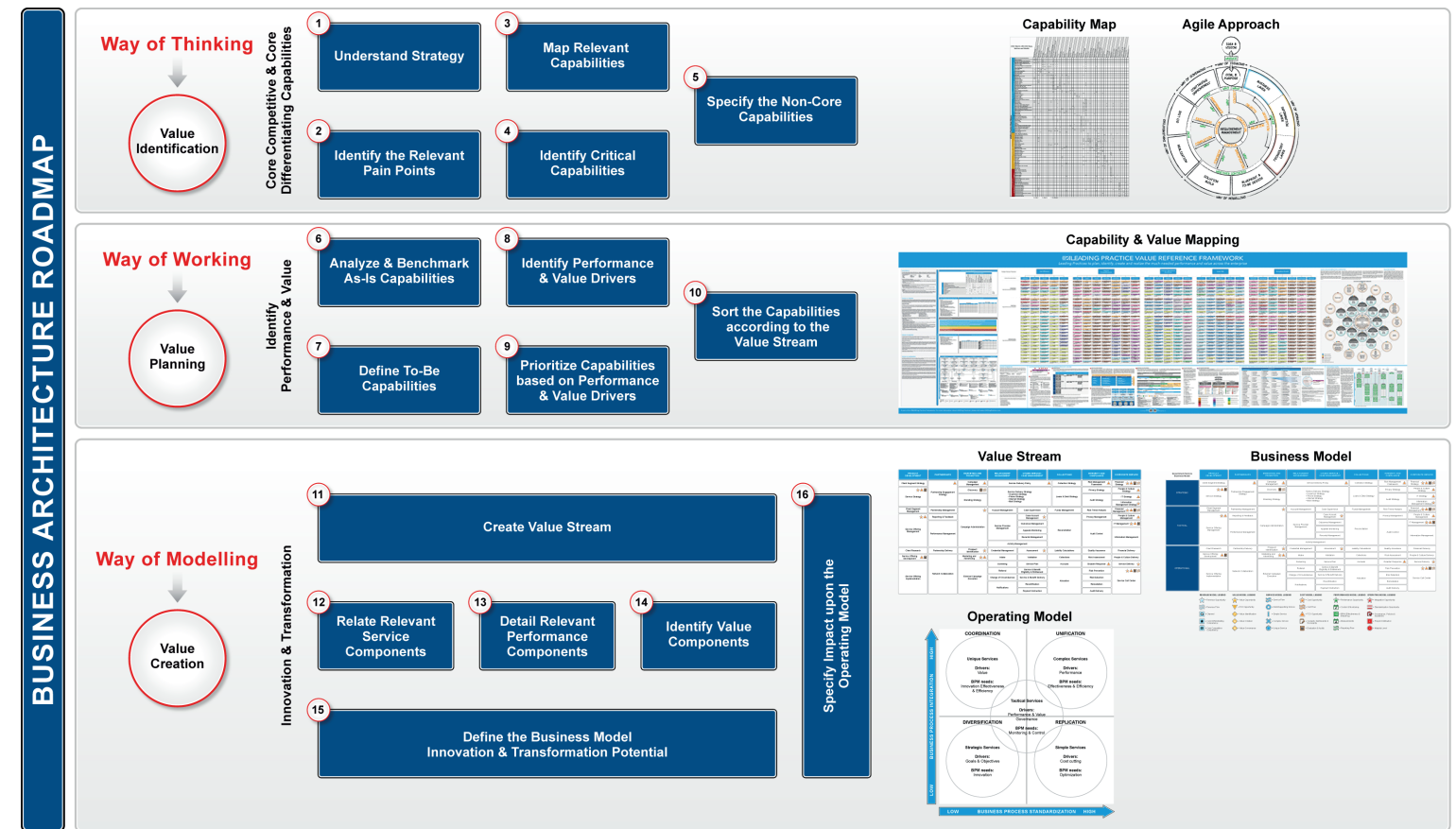# BUSINESS ARCHITECT PROGRAM

This unique Business Architect Program is based on research done by the Global University Alliance. It does not only include what are the most common business architecture concepts and artefacts that exist, but also how to go about it in an agile and effective way. It includes - from the Enterprise Standards body LEADing Practice - the standards and reference content that exist within business architecture. Participants will therefore learn a Way of Thinking, a Way of Working and a Way of Modelling that enables them to translate strategy into operational execution by supporting C-level executives with closing the gap between disruptive forces, strategy, business model innovation and the organisation's operating model.

BUSINESS ARCHITECT DISCIPLINES

The Business Architect Program - including Individual Performance Coaching - is offered as a 5 days training program and is designed and certified by the Global University Alliance and LEADing Practice. This hands-on experience ensures that the business architecture management and modelling skills are applied across various disciplines, and depending on your project or case, you will during the program have the chance to work with some of the most common Business Architecture artefacts (i.e. maps, matrices and or models), such as, but not limited to:

- **Stakeholder Map** with relevant actors, requirements as well as drivers.
- **Capability Map** with As-Is and To-Be capabilities.
- **Value Stream** which sorts the capabilities into groups.
- **Value Chain** which categorises the capabilities according to the main and supporting flows.
- **Business Model** innovation and transformation potential.
- Critical **Business and Information Flows**.
- Value and performance potential around the **Operating Model**.

The Business Architect Program Roadmap.

INDIVIDUAL PERFORMANCE COACHING

It is only through coaching and building on the participant's existing knowledge that new capabilities are gained and applied. The participant can come and work on their own case.

Individual Performance Coaching in terms of the right mix of theory and practice is an integrated element of the Business Architect education and training program to ensure that the Business Architect concepts and modelling principles are customized, adopted and applied in a real-world project setting with a personalised action plan.

The participant will discover how to drive forth fundamental changes within their organisation, and to achieve the objectives set in both innovation and transformation projects.

Upon successful completion of this program, you will become a **certified Business Architect**.

WHO SHOULD ATTEND

The program is designed for professionals with 3+ years of business and/or IT experience:

- **Business Owners:** Come and work on your own business architecture.
- **Executives:** Architect the future of the business.
- **Managers:** Learn how to initiate and trigger business innovation and transformation.
- **Architects:** Discover the relationship between strategy, drivers, business model, operating model, processes, services and value creation.
- **Specialists:** Uncover various business modelling concepts relevant for business architecture.
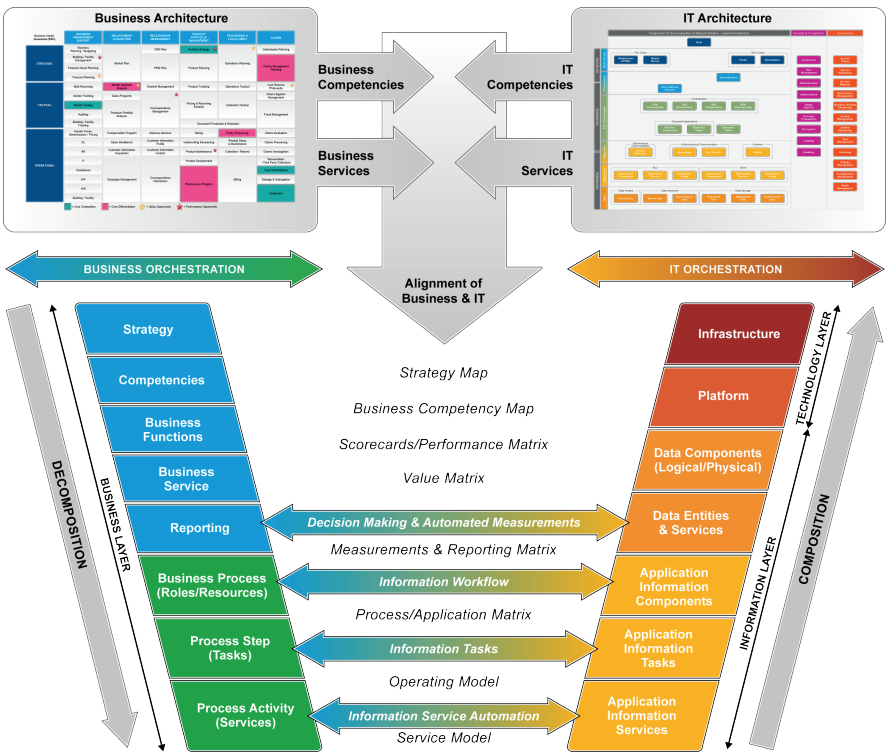
THE LEARNING MODEL

WAY OF THINKING

- Agile concepts
- Strategy thinking
- Business requirements
- Focus on business issues, challenges and pain points
- Identify core critical capabilities
- Align capabilities to strategies and goals

WAY OF WORKING

- Analyze existing As-Is capabilities
- Benchmark capability maturity levels
- Identify and categorise capabilities
- Define the To-Be (future) capabilities
- Link capabilities to performance and value drivers
- Define standardisation and integration potential

WAY OF MODELLING

- Relate relevant service components
- Detail relevant performance components
- Identify value components (incl. cost and revenue potential)
- Define the Business Model innovation and transformation potential
- Specify impact upon the Operating Model

PRICING & DATES

The normal registration fee is €9.800 Euro (excl. VAT), but due to the specific nature of the program being a mix of theory (academic setting) and practice (your project), there will be a mix of students and practitioners.

While positive for learning, the price has been reduced by 20% to €7.840 Euro (excl. VAT). The cost covers tuition, handouts, case materials and conference facilities. Accommodation including breakfast is €100 per night per person.

The program includes:

- 5 days of classroom training
- Individual Performance Coaching
- 1 Business Architect Certificate

To request a customized or closed program, or if you have questions about registration or multi-attendee discounts, please contact us.

The Business Architect Program takes place on the 16th March to 22nd March, 2019.

If you would like to sign up to the Business Architect Program, please do so on our website at www.leadingpractice.com.

Alternatively, you can email us at info@leadingpractice.com.

BUSINESS ARCHITECT TRAINING AT CHATEAU DU GRAND PERRAY, FRANCE

We invite you to a unique Business Architect training program at the Chateau du Grand Perray castle in France. Our dedicated Business Architect workshop provides a great opportunity for you to work on your current industrial challenges in a project-based setting.

You will spend 5 days in France working on your own Business Architect project while immersed in a wonderful setting to facilitate a transformative learning experience. To this end, the Business Architect training program will develop and enhance your career skills.

You will gain valuable global contacts and also get the unique opportunity to engage with top international industry professionals as part of developing your solutions.

Course Name: Business Architecture
Certification: Business Architect
Certifying Body: Global University Alliance and LEADing Practice
Email: info@leadingpractice.com