

“Business Architecture Is All About The Journey  
And Not About The Artifacts”

Enterprise Architecture Open House  
June 23<sup>rd</sup> 2008

# Why Are We Here

- To share our experience on three very successful business model projects
- Panel consists of one business representative from each project and a business architect
- Each panel member can share their experience with you such as;



How they felt going into the project

Their experiences throughout process

– How they felt coming out of the project

– What they got out of the process



# What Was Accomplished?

1. Express common understanding of the business
2. Foundation for future business and technology planning
3. Build partnerships

# Keys to Success



1. Work together
2. Keep it fun, keep it light, keep it simple,
3. Right topics, right people
4. Use terminology that people understand  
monkey on the roof, automagically, something to disagree with, going down a rabbit hole
5. Food is a good ice breaker, chocolate works best
6. Recognize and celebrate successes
7. Listen, Listen, Listen, Listen – then
8. Communicate, Communicate, Communicate





QUESTIONS