Bringing clarity to the marketing madness, and technobabble that surrounds Enterprise Architecture, this helpful, no-nonsense C-Suite briefing sheds light on this poorly understood yet vitally important topic. The briefing helps business executives and technology management professionals understand the value of REAL Enterprise Architecture, and the process of building an enterprise architecture appropriate to their organization’s needs, that enables the business strategy.

Enterprise architecture is the rethinking of how business planning and information technology can support each other to achieve strategic goals. This briefing will illuminate how an organization and its stakeholders can achieve its strategic objectives, through the development of a series of agile models and project initiatives.

This briefing will elaborate how Enterprise Architecture is used to enable business and technology strategy, outline a straightforward six-week human-consumable Enterprise Architecture development process, that is field tested, and practiced by organizations around the world.

**Briefing Outline**

1. Enterprise Architecture and the Business
   1. The Case for Change
   2. The Concepts for Change
   3. Accelerating Implementation (Business Change Implementation and Technology Change Implementation) in the Face of Accelerating Change
2. Definitions
   1. Framework
   2. Methodology
   3. Architecture
   4. Implementation
   5. Project Management
   6. Enterprise Architecture
      1. Architecture Models
         1. Motivation/Goals
         2. Function/Process
         3. Data Groups
         4. Organization/People
         5. Location/Network
         6. Event/Timing
      2. Implementation/Relationship Models
         1. Business
         2. Application
         3. Implementation
         4. Technology
         5. Other Common Implementation Models
   7. “As-Is” and “Desired-State” Models
   8. Governance
3. Demystifying Enterprise Architecture for the Non-Practitioner
   1. The Analogies
   2. Justification Approaches
      1. Value to the CEO
      2. Value to the CIO
      3. Value to Stakeholders
   3. What Works (and what doesn’t)
   4. Business Vocabulary
   5. Creating an Enterprise Architecture Charter
4. The Enterprise Architecture Development Methodology
   1. Purpose of “Plan the Plan”
   2. Establishing Architecture Scope
   3. Defining Architecture Deliverables
   4. Major Tasks