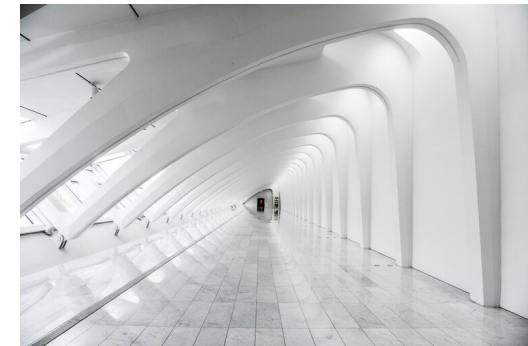# inspired!
Facilitating Desirable Business Change

Business Architecture Mastery Programme

Duration

16 weeks

Online Delivery

Weekly 3-hour live sessions with lecturer via Zoom.

Access to course content and session recordings via Ruzuku.

Audience and Benefits

A sixteen week intensive online course to help senior business analysts, strategists, business architects and enterprise architects quickly and competently analyse a business (and its context) and make well founded recommendations for improvement/ transformation, convince stakeholders of their merits and transfer the ideas into implementation.

Typical candidates would include senior business analysts, strategists and business architects. Senior managers of Programme/ Project offices and directors of strategic change programmes will also benefit.

Transform your own capabilities, then your organisation or client

Develop the skills to be at the table where strategic decisions are made

Have a real positive impact on your organisation, industry, customers, other stakeholders and society at large

Engage, grow and lead

Gain vital insights into how technology, society and business are changing

Learn state of the art techniques for strategy, business architecture, enterprise analysis and digital transformation

Integrate disciplines and concerns to create holistic results

Leverage industry and expert knowledge in reaching analysis conclusions and making recommendations

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Why Inspired?

This is the most comprehensive Business Architecture training programme available. We go beyond approaches such as TOGAF® (Open Group), Zachman, BizBoK (Business Architecture Guild), Business Model Canvas (Osterwalder & Pigneur), Enterprise Engineering (Dietz et al), Archimate® (Open Group) and others in addressing the context in which business finds itself and the many dimensions that must be integrated to make informed coherent decisions to achieve desirable futures.

We draw upon and remain compatible with other approaches where these are competent and deliver value, but supplement them with unique thought leadership in integrated meta models, stakeholder modelling, process architectures, integration of strategy, architecture and programme management.

Delegates will benefit from the expertise of the course leader and his team at Inspired.

Unique Content Shared

- Inspired Holistic Architecture Language overview and conceptual meta model

- Inspired techniques for reconciling motivation, function, process, service and capability dimensions

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- Inspired maturity models for Application Landscape and Post COVID New Normal
- Inspired Process Architecture approach
- Inspired Stakeholder Value Exchange techniques
- Innovative Initiative selection, scoping and prioritising techniques
- Insights on how to present recommendations and models in ways that are persuasive to decision makers

Course Overview

The course links Business Strategy, Business Architecture and Implementation Architectures/ Programme Management. It addresses the challenging context of business today and digital disruption.

The course features Live TED-like lectures, in-class assignments, group work and feedback to apply techniques. Sessions are recorded for ease of review / in case you miss anything. Supporting notes, documents, examples and videos are provided to enhance learning.

Typical Coverage

Course content includes (subject to change):

- Analysing a Business using decomposition, abstraction and multiple perspectives including:
    - Motivation/Goals
    - Function
    - Process
    - Service
    - Capability
- Use of Maturity/Readiness Models

    Understanding, constructing and applying maturity models to rapidly assess status and plan next steps for positive change
- Ontologies, Taxonomies and Meta Models

    Understand the role and structure of meta models and how business ontologies and industry reference models provide guidance for analysis and integration of information

    Learn how they can be used to rapidly analyse current business / situation and identify gaps, redundancies and opportunities

    Learn how they can be employed to integrate multiple perspectives and support collaboration

- Context Analysis

    Understanding the context in which the business operates is vital to making sound decisions
- Interaction and Stakeholders

    Seeing the organisation from the outside and the perspective of customers, suppliers, legislators, employees and other stakeholders

    Understand why and how we engage with these parties and what each provides and expects
- Measurement, Metrics and Business Health

    Understand how to measure holistically: measure things that really matter and drive desired behaviour and outcomes in a sustainable manner

    Learn how to assess and enhance the overall health of the organisation
- Understanding and Delivering Value

    Understand value from stakeholder perspectives, how it is created and how to enhance its delivery through capabilities
- Working Smarter not Harder

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Improving value delivery by understanding the use of data, ubiquitous intelligence, pervasive networks, location awareness, algorithms and machine learning

- Communications: Listening, Convincing

  Listening and gathering accurate inputs to decision making

  Facilitation and consensus building

  Formulating recommendations, plans, designs and architectures in a way that is accessible and persuasive to decision makers and affected stakeholders

- Data, Knowledge and Power

  Understand what they are, how we gather them, how we organise them, exploit them and integrate them for best effect

- Organisation Structure, Design, Emergence

  How organisations come to have the shape they do

  Understanding new possibilities and what is appropriate to respond to challenges and opportunities while respecting the human aspects and good cultures

  Supporting agency (self management) while achieving high performance

Working with organisation design to achieve a match for future business structures

The role of change management in success

- Desirable Futures

  Development of visions for business, products, services, delivery, customer interaction

  Scenarios and prototyping

- Understanding and Achieving Quality

  Understanding quality, quality measurement, quality achievement and quality improvement

- Why? Understanding Motivation

  Understanding the many reasons we do things, the many reasons we may need to change

  Merging these drivers

  Identifying themes and priorities

  Setting realistic goals and objectives and tracking activity to respond to desired outcomes and imperative changes

- Innovation and Disruption

How do we foster creativity and leverage it internally and externally

- Delivering Delight

  How to engineer delight into products, services and customer experience

  How to keep doing it

  How to be a great place to work while delivering value sustainably

- Managing Risk

  Understanding, identifying, reducing, and appropriately taking risk

- Choosing Battles, Scoping, Prioritising

  Filtering options, properly scoping initiatives, focussing resources and executing in the right sequence

  The role of minimum viable products and incremental delivery

Provided Materials

Supporting notes, documents, examples and videos are provided to enhance learning. Support in planning the use of techniques in your own context is included.

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Platform

To support learning, we use the Ruzuku course delivery platform. This allows us to provide course overviews, online enrolment and payment, online course structure and progress tracking, forums for student collaboration, recorded session videos and support materials such as white papers, readings, example models and video clips.

We make use of Zoom for live lectures with rich student interaction via video, audio, screen sharing, break-away rooms and chat facilities. Students will need a PC / Mac / high end tablet and a reliable Internet connection to participate.

We will share examples in our enterprise level modelling and knowledge management platform: Enterprise Value Architect (EVA) to demonstrate what an integrated tooling environment can achieve. Of course, techniques can also be supported by other competent toolsets.

Location, Costs and Dates

This course is currently offered internationally for remote delivery. Please see our website for dates and pricing information.

Comments from Past Delegates

"I can unreservedly say that it was one of the most encompassing courses on Business Architecture that I have had the privilege to attend… facilitated at a pace that ensured that no-one was left behind and allowed sufficient time for students to engage in breakaway sessions to ensure that there was a cross pollination of ideas and solutions during exercises. Content was produced with all levels of participants in mind and ensured that no matter what your current experience level was, that you would derive value from attendance. I would recommend the course as a superb source of insights into modern day business architecture, and to place you in a position to take advantage of opportunities in this field."

- Robert McKee, 20+ year architecture veteran

"I recently completed the Business Architecture Mastery Programme at Inspired

presented by Graham McLeod. The course was well managed with materials at a similar quality to that of Oxford University. Sessions were also run in a similar fashion where there was a mix of lecture, discussion and break out rooms for group exercises…

The BAMP has certainly been one of the more useful courses that I have attended in that the spectrum of content presented is far broader than I would have expected... The subjects covered extend beyond the traditional content that you would expect - to starting to think outside the box, different perspectives, what matters to the design of a business and its people…

This course is a great option to solidify basic Business Architecture training already completed. It goes beyond the Business Architecture Guild's BIZBOK guide and the Zachmann Framework Masterclasses that I have done. If you are looking for a course that will introduce you to some of the latest research in this field and beyond, I would highly recommend this course."

- Damian Gawlowski - Business Architecture and Design Lead, Deloitte, London UK