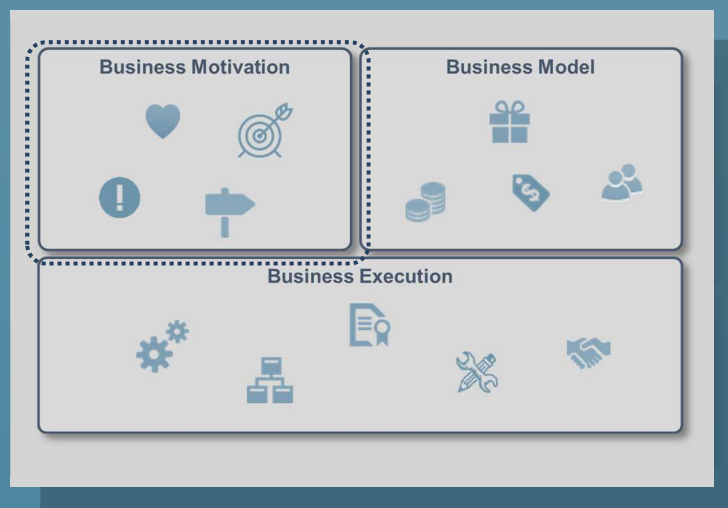


Advanced Course on Bus. Arch. Mgmt.

## Business Motivation / Strategy



Dive into concepts and approaches of strategic management:

- 1-day on-site / in-house training, at an individually schedulable date
- Also bookable as a bootcamp for a combination with the foundation course and the other advanced courses on business architecture management

## Course Content

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Our business architecture management (BAM) advanced course “Business Motivation / Strategy“, which is accredited by the Business Architecture Guild (and can be used as part of the preparation for the exam to become a Certified Business Architect®), offers specifics about elements and corresponding methods / techniques of strategic planning, illustrated based on examples from practice. In particular, the course deals with the following topics:

- Overview of business motivation elements as part of the business architecture
- Business motivation capturing and documentation (e.g., vision, goals, strategies)
- Business motivation setting (context analyses, goal definition, strategy development)
- Role of the business model as an instrument of strategic planning
- Communication of a defined business motivation

## Course Organization

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The course is organized as a 1-day on-site class. It is comprised of presentations, moderated discussions, and practical exercises / assignments. The course is based primarily on the BIZBOK Guide® (A Guide to the Business Architecture Body of Knowledge®) and our book “Business Architecture Management – Architecting the Business for Consistency and Alignment“, of which every attendee receives a printed copy.

## Target Audience

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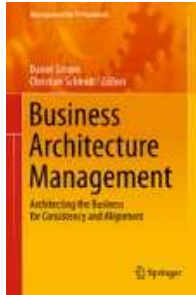
The course caters to specialists and managers from the areas of strategy development / corporate planning, to enterprise and business architects as well as to professionals from strategic IT management.

## Trainer

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**Daniel Simon** is a Managing Partner with Scape Consulting GmbH. Before, he served as an Enterprise Architect at a large insurance group, following several years of work as a Consultant specializing in EA management and IT portfolio management. Across these years, he gained practical experience in several industries and with different business functions. He holds a Ph.D. from the University of Cologne and has authored several works on EA management. In addition, he regularly speaks on conferences and events on EA management. He is also a member of the Business Architecture Guild.



## Our Book on Business Architecture Management

e.g., with contributions dealing with the following aspects:

- Architecture-based approach to strategy development
- Measurement of business complexity
- Establishment of business architecture management
- any many others

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