

# Communicating Enterprise Architecture



*A practical discussion on  
communicating effective  
Enterprise Architecture models*

***EA in Motion<sup>SM</sup>***: *“Getting Ready” for Enterprise Architecture*

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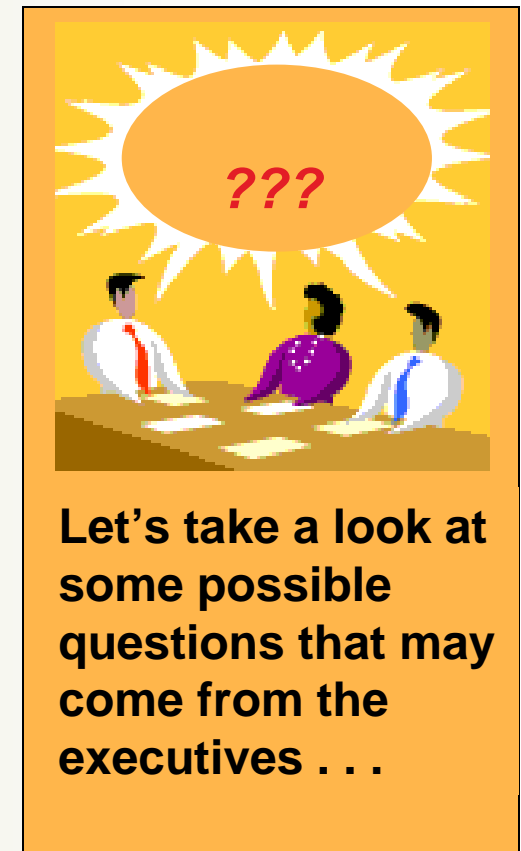
**Enterprise Architecture *in Motion*** <sup>(SM)</sup>

# Is Enterprise Architecture (really) a “cornerstone” of the business?

Why are most executives unaware of or disinterested in the strategic value of Enterprise Architecture?

**Communication:** it all starts with the “message”

- IT must be *Practical*:
  - IT helps the business leaders make the *right* decisions at the *right* time, but how?
    - IT must be *business driven* and *focused* on interpretation and needs
    - IT must be *inclusive* and *kinetic*, not static
    - IT must be *responsive* to the needs of the *business*



# Preparing to Communicate: *What does the business think of IT?*



## *Exec. #1 (informed & rational)*

- “I understand what you're saying, but can you put it into real terms for me, something I can actually see and measure?”
- “How do you intend to make a difference to my bottom line and economic value in the future?”
- “Where and how do you intend to provide the most value and impact based on your assessment?”

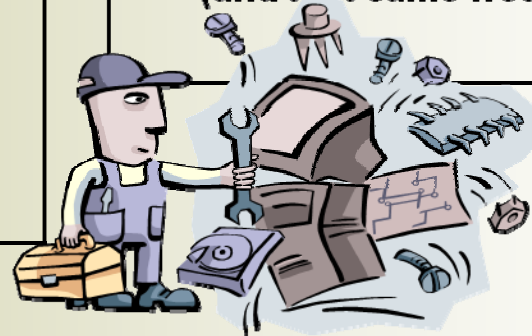
## *Exec. #2 (uninformed & fearful)*

- “Why would I think IT could measure impacts to the business?”
- “Why is a cost center like IT concerned with anything other than reducing costs?”
- “Technology is just a necessary evil; should we be looking to outsource IT?”



## *Exec. #3 uninformed, irrational and “reactive”*

- “IT? Aren't you the guys who come fix my computer?”
- “IT? I can't evaluate something I can't measure . . . It's just a big black hole.”
- “IT? I don't trust them . . . \$XX million dollars for computers? . . . Heck, all I need is Excel (and that came free on my daughter's PC)!”



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- To create a lasting Enterprise Architecture Program, designed to *maximize communication*, provide a **functional governance structure**, and provide a **clear link between IT and the Business**, an organization must gain a better understanding of its greatest resource: **its people**.

**Organization Architecture** assesses an organization's *tolerance for change, ability to absorb new information, and history* in an effort to determine the *overall readiness* for Enterprise Architecture. It addresses the structure of an organization, its governance, culture, politics, and espoused vs. in place processes.

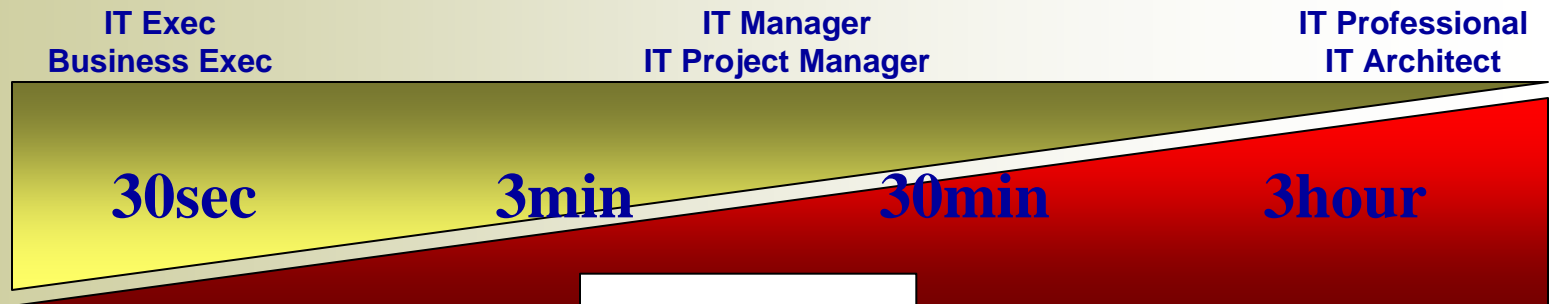
- “30-3-30-3”
  - Provides pointed communication models designed to raise the overall awareness of the EA program, processes and products.

**Enterprise Architecture *in Motion*** (SM)

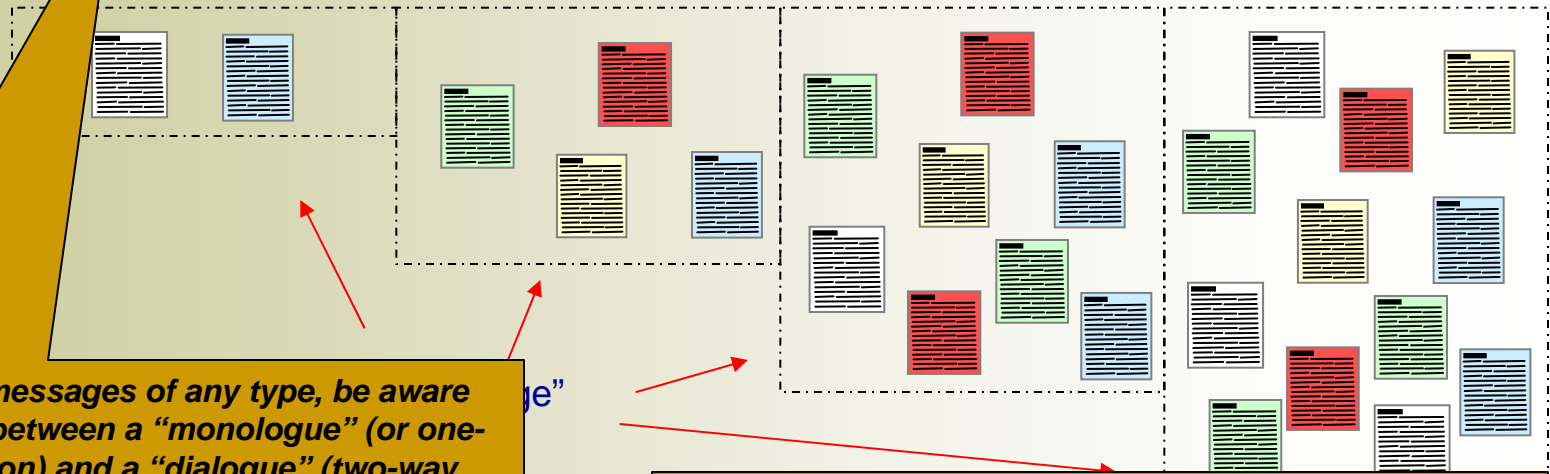
**Deliverable!**

# Articulating your organization's EA message

KINETIC STRATEGY PARTNERS



**Views**



When preparing messages of any type, be aware of the difference between a "monologue" (or one-way communication) and a "dialogue" (two-way communication). An effective message promotes a dialogue.

- Additional messages include:**
- The "3 second rule"
  - The 3 week deliverable
  - Never more than 30 days away from your next deliverable
  - The 3 month path to a high performing EA Program

**Enterprise Architecture *in Motion*** (SM)

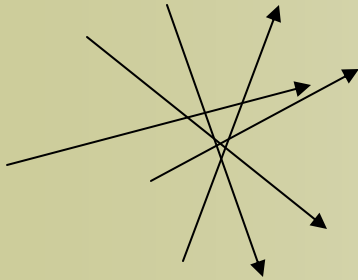
### 30 seconds

- Through a uniform technology architecture across the IT function, we can:
  - Reduce the total cost of IT
  - Accelerate the work
- The architecture will make the hard decisions about internal process, standards and tools. Fewer is better.
- We can achieve a focus on information technology relevant to the business, not just information technology.
- It's the way we build applications, the way we procure applications and technology, the way we manage an acquisition, divestiture or reorganization, the way we work with third-parties (product and services vendors). Having a strong, uniformly deployed architecture enables the business in all these areas.
- Today, even greater opportunities exist to leverage IT architecture to create business value.

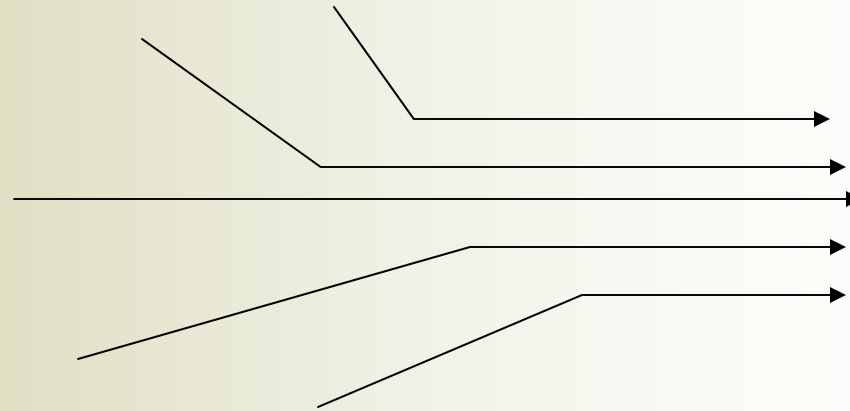
3 minutes

- Through a uniform technology architecture across the IT function, we can:
  - Reduce the total cost of IT
  - Accelerate the work

Instead of . . .



Everyone is aligned . . .



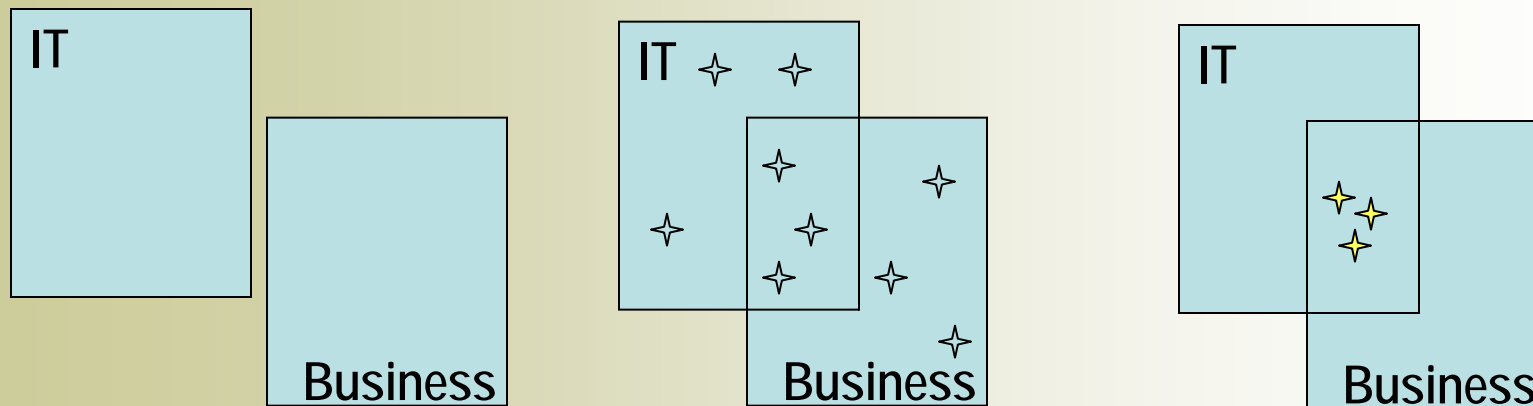
3 minutes

- The architecture will make the hard decisions about internal process, standards and tools.

	Yes	No
Process	Simple	Complex
Standards	Unified	Ad hoc
Tools	Defined	"Tool of the day"

3 minutes

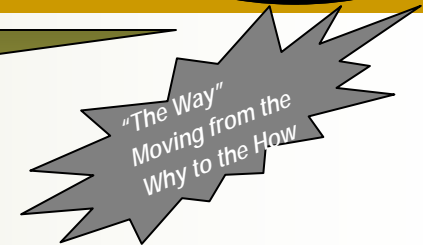
- We can achieve a focus on information technology relevant to the business, not just information technology.



# Communicating Enterprise Architecture Messages

KINETIC STRATEGY PARTNERS

3 minutes



- It's the way we build applications, the way we procure applications and technology, the way we manage an acquisition, divestiture or reorganization, the way we work with third-parties (product and services vendors). Having a strong, uniformly deployed architecture enables the business in all these areas.

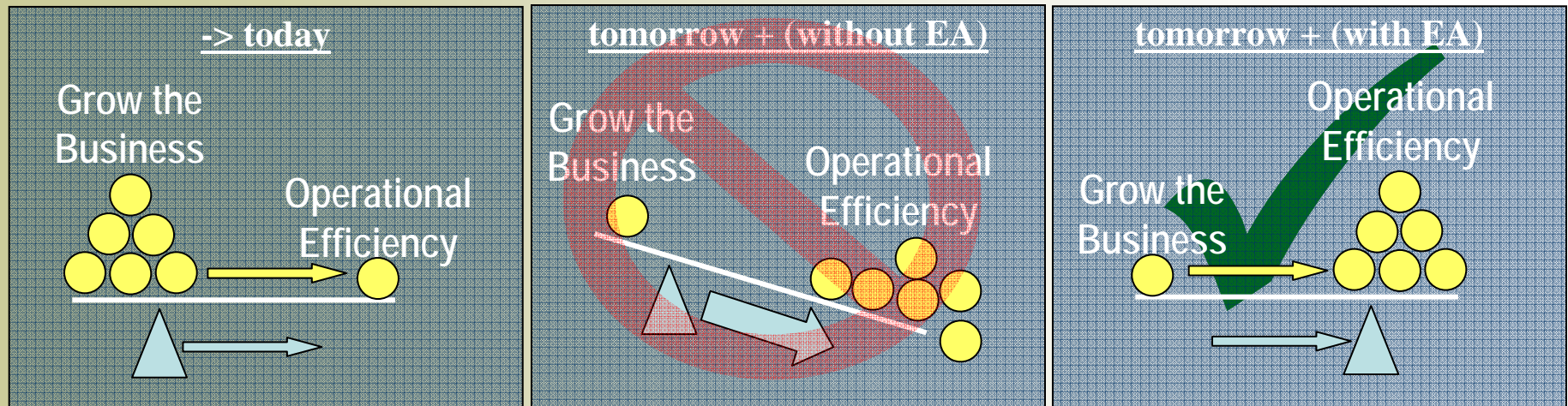
What we do:	+ Value -	- Effort +	How we move the bar?
We Manage	<p>Baseline With Architecture</p>	<p>Baseline With Architecture</p>	Governance
We Communicate	<p>Baseline With Architecture</p>	<p>Baseline With Architecture</p>	Marketing and Internal Communications
We Procure	<p>Baseline With Architecture</p>	<p>Baseline With Architecture</p>	Standard Product List
We Build	<p>Baseline With Architecture</p>	<p>Baseline With Architecture</p>	EA

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## 3 minute message

- Today, even greater opportunities exist to leverage architecture to create business value.

Our IT infrastructure is the fulcrum to support our business. Without an Architecture, the fulcrum moves too slowly to support business change. EA allows us to move the fulcrum with reduced effort.



GOAL: Achieve Balance via the fulcrum (EA)

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**30 minutes**

- How to create 30 minute sessions:
  - Expand 30 second and 3 minute discussions
  - Use tools in your “tool box”
    - Case study examples
    - Barriers List
    - Opportunities Assessment

**Two Examples:**

**If your 30 second message is . . .**

*Reducing IT costs through organization, process, and practices*

**Then a good 30 minute message could be . . .**

*5 quick ways to reduce IT Costs  
Applying the “Financial Pressures Model”*

**If your 30 second message is . . .**

*Doing better work, faster*

**Then a good 30 minute message could be . . .**

*5 quick ways to accelerate your work  
How “Streamlining” impacts work*

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