Day 2 - Wednesday, December 6th – Business Architecture Practice

8:45am - 9:15am  Objectives & Overview: Business Architecture Practice Workshop
Co-Chair: Whynde Kuehn, Director, Business Architecture Guild
Co-Chair: William Ulrich, President, Business Architecture Guild

09:15am - 10:00am  Workshop Day Agenda Review & Logistics: Practice Foundations from the BIZBOK® Guide
Session Chair: Alex Randell
The business architecture end-to-end practice workshop will focus on formalizing the use of business architecture from strategy definition through solution deployment. This session will overview the evolving role of business architecture in the strategy-to-execution framework and the facilitated group brainstorm session around how to articulate the value proposition of business architecture within the context of an “elevator pitch.”

10:00am - 10:20am  Morning Refreshment Break

10:20am - Noon  Value Stage 1: Establish/Refine Business Strategy  Value Stage 2: Assess Business Impacts
These breakout sessions provide a deep dive into the business architecture value stream with a focus on the first two value stream stages: Establish/Refine Business Strategy and Assess Business Impacts. Participants will investigate each value stream stage including the value items delivered in each stage, participating stakeholders, and the overall value proposition. There will be a focus on evolving the tools and approach required for each stage. Ultimately, the value stream will be reconstructed to deliver business architecture’s value proposition. (Choose one breakout session.)

Noon - 1:00pm  Lunch

1:00pm - 3:00pm  Value Stage 3: Architect Business Solution  Value Stage 4: Establish Initiative Plans
These breakout sessions will continue the deeper dive into the business architecture value stream with a focus on the third and fourth value stream stages: Architect Business Solution and Establish Initiative Plans. (Choose one breakout session.)

3:00pm - 3:20pm  Afternoon Refreshment Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>3:20pm - 4:10pm</td>
<td>Value Stage 5: Deploy Solution</td>
<td>This breakout session leverages all work to this point and focuses on the last value stream stage: Deploy Solution. This breakout session will also define the competencies a business architect must have to deliver the business architecture value proposition from strategy definition through solution deployment.</td>
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<td>4:10pm - 5:15pm</td>
<td>Continuing the Momentum: Session Output Walkthrough and Next Steps</td>
<td>This final session will compile all of the content and takeaways related to the business architecture value stream and the corresponding business architect competencies. Next steps will be discussed on how attendees can help to evolve and extend the business architecture value stream while putting it to use in their own practices.</td>
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<td>6:00pm - 8:00pm</td>
<td>OMG Evening Reception</td>
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