

TECHNOLOGY TRANSFER PRESENTS

CHRIS POTTS

LEADERSHIP STRATEGIES FOR ENTERPRISE ARCHITECTS

MAXIMIZING EA'S IMPACT ON BUSINESS PERFORMANCE

JUNE 27-28, 2018

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

Enterprise Architects are valued for their impact on business results. EA frameworks, methods and tools provide some essential foundations for achieving that impact. Success depends on an EA leadership strategy that is tuned to the organizational culture, integrated with the investment process, and driving architectural investments.

This intensive two-day course explores successful leadership strategies for EA. It includes EA's value proposition and scope, how to measure an enterprise's architectural performance, diagnosing where EA fits in the organizational culture, validating EA's role in the investment process, and how to position architectural investments in the projects portfolio. Using a fascinating and challenging case study, the course demonstrates how to formulate, communicate and execute a winning EA strategy.

Entirely based on first-hand experiences of EA in practice, the course will help you to:

- Benchmark your EA leadership strategy
- Supplement your EA frameworks, methods and tools with strategic, political and investment skills
- Determine how best to maximise EA's impact across your organization
- Build the reputation of Enterprise Architecture as a strategic capability

BENEFITS OF ATTENDING

The course is driven by these learning outcomes:

- Maximize EA's impact on business performance
- Tune EA to the organizational culture
- Validate EA's role in the investment process
- Drive the enterprise's architectural investments
- Grow EA's influence through a 'quid-pro-quo' network

AUDIENCE

This training is for everyone who has an interest in the business impact of Enterprise Architecture. With its focus on EA leadership, rather than frameworks, tools and methods, the course is relevant and valuable to a wider audience than technical EA training:

- Chief enterprise architects
- Enterprise architects, business architects, information architects, technologies architects
- Corporate strategists, business strategists
- Business Process Management (BPM) specialists
- Programme Management Office (PMO) leaders
- Senior business analysts
- Consultants in strategy, EA, or portfolio management

OUTLINE

1. Successful Leadership Strategies for Enterprise Architects

- Why some EA strategies work, and some don't
- Identifying, validating and navigating strategy constraints

2. Establishing the Strategy's Scope

- Enterprise Architecture's value proposition
- What Enterprise Architects do, might do, and never do

3. Measuring the Enterprise's Architectural Performance

- Creating architectural metrics from operational business results
- Using EA 'guiding ratios' to choose the strategic priorities for EA

4. Diagnosing the Enterprise Culture for Investing in Change

- Using tangible evidence to map the enterprise investment culture
- Interpreting the impact of the culture on EA's probability of success

5. Validating the Design of the Enterprise Investment Process

- Ensuring the process is designed to value EA
- Positioning EA in the process to maximise contribution and influence

6. Integrating EA with Strategies and Investments

- Tuning-in to people's preferences for exploring and enacting strategy
- Using scenario planning to drive EA-related innovations and investments

ations and investments

7. Making 'Play-or-Pass' Decisions to Maximise EA's Impact

- Concluding the best EA leadership strategy, given the organizational context
- Setting, applying and reviewing the EA 'play-or-pass' criteria

8. Building the Influence Network for EA Success

- Focusing on the key relationships
- Developing a win-win basis for each relationship

Special Features

- Entirely founded on Chris's work with enterprises around the world
- Case study based on real life situations and experiences
- Compatible with any EA-related method, framework or tool
- Interactive and participative, workshop format
- Chris's training regularly receives 10/10 for content and delivery

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1300</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within June 12, 2018</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
--	--	--

CHRIS POTTS
LEADERSHIP STRATEGIES FOR
ENTERPRISE ARCHITECTS
MAXIMIZING EA'S IMPACT ON
BUSINESS PERFORMANCE

June 27-28, 2018
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1300

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
Technology Transfer S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it



SPEAKER

Chris Potts works with people around the world as a hands-on practitioner, mentor and trainer, with over 25 years' experience in strategy, Enterprise Architecture, and investing in change. He is an inspirational and entertaining speaker, and chairs conferences on EA, innovation, business change, and technology. He has also delivered guest lectures at New York University, City University London, and the IT University of Copenhagen. Chris is the author of a trilogy of business novels: **FruITion**, **RecrEAtion** and **DefrIcTion**.