

**MASTER CLASS**

# Mastering Business Technology Strategy in the EA Context

This Master Class covers foundational skill sets in connecting and integrating business & technology strategies to achieve a competitive edge in the Enterprise Architecture (EA) context.



**TOPICS COVERED**

- Identifying the Type of Business and Segment
- How Business Entities are Organised
- Major Industry Segmentation
- Key Drivers for Various Businesses
- *Workshop 1: Researching the Organization*
- Mapping Internal Organisation Structures
- Mapping Executive Roles
- Identifying Motivating Drivers
- Discovering Internal Processes
- *Workshop 2: Researching the Decision Makers*
- Estimating Business Values
- Determining Corporate Values
- Determining the Organisation Financial Flow
- Understanding Accounting Building Blocks
- *Workshop 3: Researching the Financial Landscape*
- Performing Industry Analysis
- Organise Information to Perform Initial Analysis

**WHO SHOULD ATTEND**

- IT Consultants/Planner, All IT Architects (i.e. Software, Infrastructure, Business and Information), Middle to Senior Management i.e. CTO, Directors & Vice Presidents
- Anyone who has some interest to deliver strategic technology values for the business and want to have deeper understanding on the values of business and technology relationship.

**WHY YOU SHOULD ATTEND**

The ultimate goal of any business is to be the market leader and to stay ahead of its competitors. Technology plays a critical role in achieving this. Any misalignment between business & technology strategies can have a crippling effect on the enterprise. Upon completion of this course, you will gain a masterful insight into applying business technology strategy for successful EA implementation. Learn the key drivers, roles and values across various organisations, and how to connect and integrate both business & technology strategic planning in order to maximise the value that EA brings to organisations.

**FOR MORE INFORMATION**

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