



B A A
Business
Architects
Association

Business Architects Association

Jack Hilty CBA, CBPP, PMP
President Business Architects Association

Managing Principal
SentientPoint, Inc.



(312) 925-6841

Profession Introduction, Competency, and Collaboration

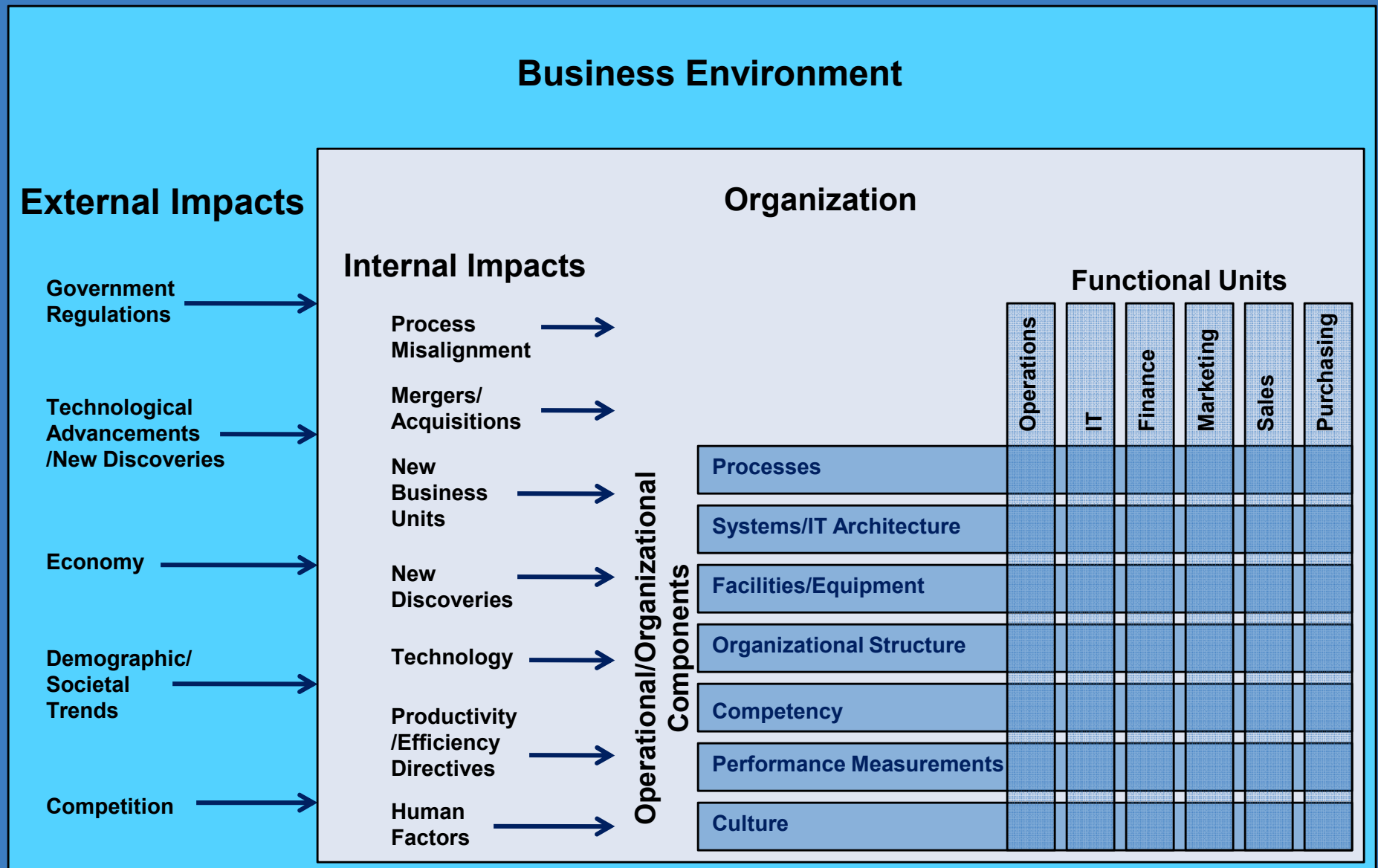
Definition of Business Architecture

The practice of creating a design to satisfy an organization's strategic and tactical directives by providing an enterprise-wide, holistic business view, and identifying and monitoring impacting factors and interdependencies.



- - Business Architects Association

The Dynamic Nature of Business



Business Architecture . . .



Connects the dots and
pulls the pieces together



Looks at the organization holistically and
ensures that things make sense



Balances alternatives
and delivers results



What is a Business Architect?

Leader

Coordinates efforts to provide an enterprise-wide, holistic view of the organization

Communicator

Articulates strategic directives and business solutions

Thinker

Evaluates potential impacts and alternative solutions so as to optimize the efforts and deliver the business goals



Analyst

Identifies and monitors impacting factors and interdependencies

Designer

Creates a design to satisfy the organization's strategic and tactical directives

Business Architects Association Mission

- Develop, promote, support and maintain standards of practice for the field of Business Architecture
- Provide resources to enhance the proficiency and professionalism of practitioners in the field
- Increase awareness of the value of business architecture practitioners in the marketplace.

Business Architects Associations Vision

- *Leading professional association for Business Architects with chapters throughout the world*

Business Architecture Strategic Goals

- *Build awareness of Business Architecture and promote it as a business discipline*
- *Define the role of the Business Architect within an organization*
- *Identify collaborative roles within an organization and provide concise descriptions of relationships and boundaries between responsibilities*
- *Develop Business Architect competency models, job descriptions, and potential career paths*
- *Offer an internationally recognized assessment to certify Business Architects who demonstrate proficiency in the field of Business Architecture*
- *Partner with institutions and organizations in furthering the field of Business Architecture*
- *Provide forums for networking and knowledge sharing among BAA members and relevant, related business disciplines*
- *Evaluate and endorse Business Architecture-related programs, courses, trainers and providers*
- *Compile and maintain the Business Architecture Body of Knowledge® (BArchBOK®)*

Business Architects Association

Business Architecture Body of Knowledge
BArchBOK®

Business Architecture
Business Architect
Business Capabilities
Business Design
Processes
Systems/Technology Architecture
Facilities/Equipment
Organizational Structure
Competencies
Performance Measurements
Culture

How a Business Architect collaborates with other disciplines

Tactical

- Identifies and monitors interdependencies between business architecture elements
- Develops a high-level plan to ensure business architecture efforts are initiated in logical order

Project

- Helps develop project charter and project plan
- Supports Program/Project Manager

Strategic

- Identifies, evaluates and designs solutions to help achieve strategic goals
- Provides metrics for measuring success of efforts in aligning with strategic goals

Non-Project

- Provides an enterprise-wide holistic view
- Evaluates external and internal impacts on business architecture elements

Certifications, Chapters, and Career

Business Architects Association

CBA Certification Program

- CBA candidate applications will be accepted by end of 1st quarter 2011
- Applications will be reviewed by BAA certification committee for:
 - Relevant education
 - Work experience
 - Skill sets
- Approved applicants will be notified of eligibility to sit for exam

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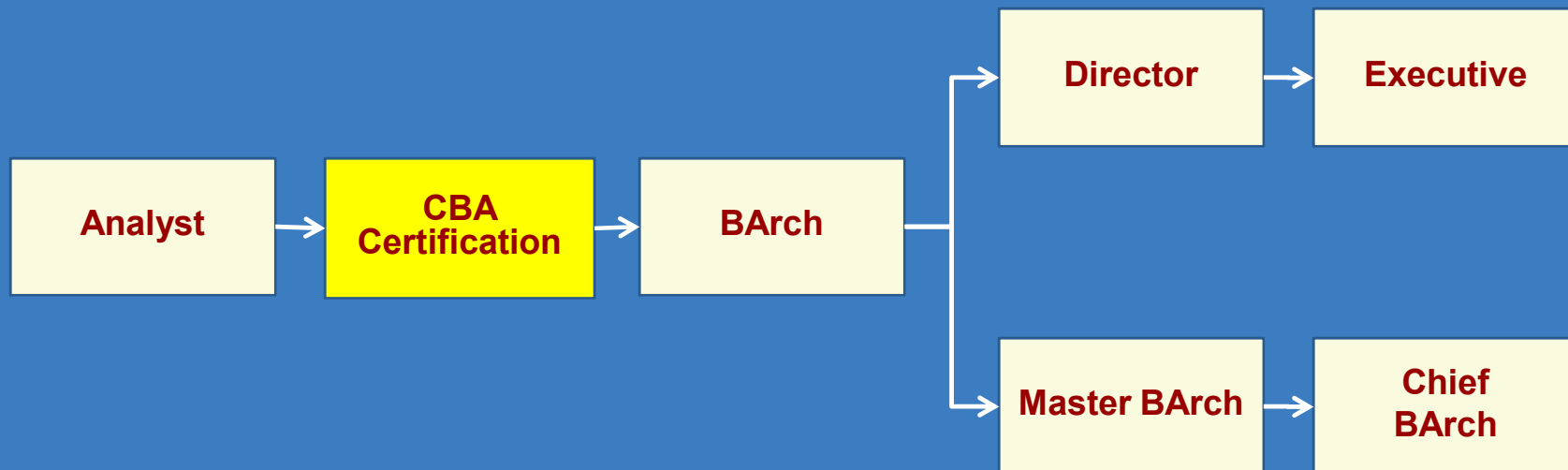
CBA Certification Exam

- beta testing in January 2011
- rollout in late 1st quarter 2011
- approximately 125 exam questions
- score of 70% required to pass
- online availability projected late 2011

Business Architects Association Chicago Chapter

- est. 2009
- meet bi-monthly
- practitioner based presentations
- networking

Business Architect Career Path



Source: Business Architects Association

Business Architecture Resources

What's New

[Welcome Letter from President Jack Hilty](#)

["How Cisco's John Chambers is Turning the Tech Giant Socialist" article](#)

PRIME MANAGEMENT ACTIVITIES

["Business Architecture: An Emerging Profession" paper](#)

[More: Executive Portal >](#)

Business Executives
Gain the insights and resources you need

Business Architects
Make the contacts and get the credentials you need

Certification

Certified Business Architect (CBA)®

3-Course Program

Options:

1. Classroom: Chicago, next cycle begins Monday October 12, 2009
2. Online: next cycle begins January 2010

Membership

Executives & HR	Universities	Professionals
<ul style="list-style-type: none"> What is a Business Architect? Building a Business Architecture Group Verifying Credentials of an Applicant Ask a Question 	<ul style="list-style-type: none"> Launching a Business Architecture major Research Finding Qualified Instructors Ask a Question 	<ul style="list-style-type: none"> Becoming a Certified Business Architect™ Participate in our Professional Communities Finding a Job Ask a Question

<http://www.businessarchitects.org/>

- BAA Body of Knowledge
- Certification Process and Criteria
- Articles
- Colleagues
- White Papers
- Competency Model
- Detailed Job Descriptions
- Job Board

