

Essential Business Architecture

A roundtable mindshare and launch of a new discussion forum in the Twin Cities

Event Details

ATTENDEES

Business Architects and IT Executives seeking to realize the value of Business Architecture for their organizations

DATE

Monday, July 26th

TIME

5:00 — 8:00 p.m.

LOCATION

The Metropolitan Ballroom

Address

5418 Wayzata Blvd.
Golden Valley

Directions

Located near highways 394 and 100 (Xenia-Park Place exit)

Questions?

Jim Mohs
612.290.9276

Linda Finley
763.639.6564

RSVP

by July 21st please
To Sara Ritten
sritten@trissential.com
or 952.595.7970

Introducing the Twin Cities Business Architecture Forum!

Take advantage of this opportunity to network with your peers and actively participate in a roundtable discussion over dinner. Share your successes and grab some tips from the stories shared by others. Talk about your challenges and learn what others are facing in their organizations. You'll find that you're not alone!

Be one of the first to hear about a new professional network we're launching in our community— the Twin Cities Business Architecture Forum! You will learn something you can take back to your organization and apply, and you'll get in on the ground floor with an exciting new organization designed with your professional interests in mind!

Gaining Traction and CEO Sponsorship - Business Planning Using Business Architecture

Capabilities provide a common language for the business units at Thrivent Financial. With sponsorship from the CEO, Thrivent uses a business planning process and framework which guides the business units through planning and investment prioritization using strategy and capability alignment as the foundation. Greg Murphy will share Thrivent Financial's story about their 5-year journey to build stronger Business and IT Alignment using Business Architecture.

Greg Murphy is the Director of Strategy and Solutions at Thrivent Financial, and the originator of the business architecture conversation at Thrivent in 2004, with a year long capabilities identification initiative called "Sales through Issue." He is also the Senior IT liaison to the executive leaders of the Member Services Division.

Aligning Enterprise Strategy with Business Architecture

A primary goal of organizations must be to align business and technology investments to enterprise strategy and intentions. In order to contribute productively to the achievement of this goal, the Business Architecture function must:

- Identify and understand the organization's strategic intentions, and help drive planning to align initiatives to strategies.
- Assure that business intentions are well-supported by the organizational ecosystem; with appropriately defined services and capabilities, standards, tools and processes.
- Facilitate engagement at all levels of the organization, beyond senior leaders into the service delivery and process layers.

Agenda

Networking

Introductions

Buffet Dinner

Brief Presentation

Facilitated Roundtable Discussion

Introduction of the Twin Cities Business Architecture Forum

Facilitators

Your facilitators will be industry veterans Greg Murphy of **Thrivent Financial** and Linda Finley of **Trissential LLC**.

Greg and Linda will contribute their knowledge and opinions during the discussion, but the real value of this event will be in the information shared by you and your peers.