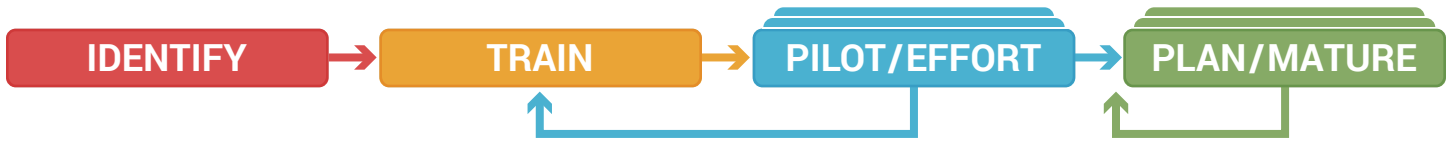


# BUSINESS ARCHITECTURE LIFE CYCLE™



**Identify opportunities** that Business Architecture can address and for what target audience(s).

**Learn the value** and how to effectively use Business Architecture through focused classes and workshops.

**Begin a pilot effort\*** to demonstrate the value of Business Architecture—and with success—perform additional efforts for greater impact.

**Stand up** your Business Architecture practice or mature your existing Business Architecture Components.\*\*

**\* SAMPLE BUSINESS ARCHITECTURE SCENARIOS:**

- Business Transformation
- New Product or Business Launch
- Large-scale Technology Implementation
- Compliance Management
- Mergers and Acquisition (M&A)

## STA BUSINESS ARCHITECTURE OFFERINGS

### COACHING

STA Group provides flexible coaching programs designed to accelerate and ensure buy-in as you conduct Business Architecture efforts and ultimately establish your own internal practice.

#### ASSESSMENT

**We help you to identify opportunities** where Business Architecture can provide value in your company and assess your readiness to apply Business Architecture to a given effort.

#### TRAINING

**Need help putting Business Architecture in context?** STA Group partners with the Business Architecture Institute to provide training for Executives, Business and Operational Managers and Business Architect Practitioners.



#### APPLICATION

**Have an effort already identified?** Get the most from Business Architecture. Let us lead your team or train and work alongside your leaders to manage your effort for optimal results.

**Need to demonstrate the power of Business Architecture?** Let STA Group conduct a pilot to show the tangible value that Business Architecture can bring to your organization.

#### ASSESSMENT

#### DEVELOPMENT

**Currently using Business Architecture in your organization?** STA Group can assess your current practice and help to mature or develop additional Business Architecture Components.\*\*

**\*\* STA BUSINESS ARCHITECTURE PRACTICE COMPONENTS:**

- Practice Evaluation, Strategy & Planning
- Talent & Capacity Development
- Practice Change Management & Communication
- Enterprise Model Development
- Methodology & Standards Development
- Governance Process Development
- Practice Value Measurement
- Tool Selection & Alignment
- Training & Mentoring Program
- Development & Delivery
- Business Architecture Community Support
- Organizational Alignment & Integration