

## Business Model Canvas and Capability Maps

**Business Architecture provides context and understanding for defining and delivering organizational strategy. This course builds both conceptual and practical knowledge of the tools and techniques used in business architecture.**

Business architecture enables organizations to understand what they have and what they're trying to achieve. It equips leaders to define and execute against strategy. This course teaches practicable techniques and proven organizational approaches to deliver of results

This course provides an in-depth look and experience using key Business Architecture concepts and practices with a focus on value delivery using key business architecture techniques. To achieve our core purpose of strategy to business alignment, we must first:

- Understand the factors that motivate the business
- Extract and drive additional detail into elements of the business capabilities
- Clearly articulate the Ends – purpose

that the business intends to achieve

- Clearly articulate the Means – things that the business will employ to achieve those Ends

The business model enables this alignment and quickly becomes the foundation for connecting solutions, indeed the entire operating model, to the business intent. Using a case study, we will learn a quick and popular method for creating a business model and simultaneously, how to facilitate others through the process.

We will also begin to discover, define, and develop the capability map for an organization through the application of a case study.

This course is helpful for anyone seeking a better understanding of the role of business architect, the value and how to deliver business architecture; those leaders tasked with bringing the practice into their organizations and using it to achieve real business results. It's also for executives who are transforming their business to meet customer demands and compete in a fast-paced environment.

### WHO SHOULD ATTEND:

- Business Architects
- Executives
- Strategists
- Business Analysts
- Enterprise Architects
- Process Analysts
- Marketing
- Product Managers

### COURSE OUTLINE:

- Define business models and practice business modeling
- Demonstrate strategy to execution alignment using business modeling
- Deliver immediate planning and leadership value with Business Architecture
- Understand the linkage between business purpose and capabilities
- Understand the factors that motivate the business
- Create roadmaps to support delivery of the results the business intends to achieve
- Use business models and business modeling to set strategy
- Apply strategy to execution alignment using business modeling and capabilities as foundation
- Demonstrate immediate planning and leading value with Business Architecture
- Understand how capability maps are used to enlighten leaders and managers
- Assess health and viability of business capabilities
- Extract and drive additional detail into elements of the strategic plan

### RECOMMENDED PREREQUISITES:

- **BUSINESS ARCHITECTURE 101**

### CUSTOMIZED GROUP TRAINING — FREE CONSULTATION

Training in-house, online, face-to-face or a combination of all three. For details on our customized solutions visit [www.BPMInstitute.org/group-training](http://www.BPMInstitute.org/group-training)

#### 2-DAY FACE-TO-FACE — 2 EIGHT HOUR SESSIONS

##### Instructor-led classroom

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$1790 - login for rates

#### LIVE ONLINE — 2 EIGHT HOUR SESSIONS

##### Live Instructor-led virtual classroom

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$1590 - login for rates

#### ON DEMAND — 8 ONE HOUR MODULES

##### Self-paced, on demand, available 24/7/365

Credits: 6.5 CDU/CEU/PDU credits  
Cost: Starting at \$1190 - login for rates

VIEW THIS COURSE AND SCHEDULE AT [www.BAInstitute.org/Training](http://www.BAInstitute.org/Training)