

3 Steps To Establish an EA-to-Business Communication Framework

The Challenge

Enterprise architects are not getting invited to the strategic planning table and enterprise architecture frameworks aren't helping.

Establish a communication framework by focusing on communication not modeling

Traditional frameworks are designed for enterprise architects, NOT for the business

Enterprise architecture training focuses on modeling more than communication

Enterprise architects cannot model every detail because of the complexity and pace of change in modern enterprises

Step 1: Get to Know Your Stakeholders

How can you know what to say until you know what your audience needs to hear?

Step 2: Prioritize and Define Specific Outputs

Map specific outputs to personas

Step 3: Collect and Manage Only the Data Required for Specific Outputs

Don't waste time managing unnecessary data