Enterprise Architecture has existed (in many forms) for a long time, and there are many "experts" around to educate others. However, EA is currently at the same point in time, as Chemistry was when Chemists were Alchemists. So perhaps a better term for Enterprise Architecture is Enterprise Alchemy and a better term for Enterprise Architects is Enterprise Alchemists. (It is perhaps serendipitous that the acronym is the same!))

Run over 1 day and using this book, the course presents what EA is (the noun and the verb), what EA is not (the noun and the verb), how EA fits into the wider Transformation domain, how the popular frameworks such as Zachman, TOGAF, POET, PEAF, COBIT and ITIL fit in, the fundamental differences between Architecture & Engineering, the two types of Enterprise Architect (the role) and over 50 key points to help focus the mind.

Why Should I attend this Course?

Enterprises (Public Companies, Private Companies, Government Agencies) spend a lot of money on Enterprise Architecture. But the world is so full of myths, half-truths and misinterpretations, they rarely get to understand what it actually is, much less how to use it. EA has the capacity to massively increase the effectiveness, efficiency, agility and sustainability of an Enterprises transformation portfolio.

If you are going to be spending a lot of money on EA, it is imperative that your Enterprise stands the best chance of success.

This course will provide you with the context and approach to give you that best chance of success.

Who should attend?

Anyone and everyone that is involved (in whole or in part) in the Transformation of Enterprises, from CxO's and Directors to Database Support technicians. From Project Managers to Business Analysts. From Management Consultants to Programmers, and any one of a thousand other job titles that are (in whole or in part) concerned with the Transformation of Enterprises.