

Business Technology Strategy (BTS)

Length : 4 Days
Delivery Method : Instructor-led (Classroom)

Course Overview

Business Technology Strategy (BTS) is one of our most popular courses, with participation by hundreds of professionals across a broad range of backgrounds and industries.

Too often architects learn to create values for the business through trial and error, creating risks to themselves and their employers in the process.

With BTS training we can put a stop to that. BTS is designed to give you and your team all the tools needed to lift architecture from a mere 'documentation' process to the fruition of true business capabilities. Participants will be equipped with the knowledge and key strategic skills to demonstrate the values of architecture and technology from the moment they begin work through the full range of enterprise lifecycle programs.

Audience Profile

Business Technology Strategy (BTS) is for all interested in delivering strategic technology values for the business, and in gaining a deeper understanding of the value in a business and technology relationship.

For IT professionals (IT Managers, Consultants, Planners etc.) who wish to break out of the silos of technical disciplines to impact their organization from a business strategy perspective, this is the course to do it with.

All Enterprise Architects (Software, Infrastructure, Business, Information, Solution). Those in middle to senior management (CTO, Directors, VPs, board members etc.) should undergo BTS training to gain a clear understanding of the values of EA and what technology investment may bring to a business.

Objectives

Participants will be equipped with the skills to:

- Analyse business structures and segments.
- Identify key internal and external business drivers for executive sponsors.
- Map out the values of Architecture and Technology Strategy to the Business.
- Prioritise investments and create P&L statements for a project.
- Create the taxonomy of frameworks and methodologies for use at the maturity level of an organisation.

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- Drive effective Knowledge Management and apply best practices in making enterprise strategic decisions.
- Create Stakeholder Communication Strategy, and to map and manage a successful Engagement Model for fostering strong and trusted relationships.

With the above skill sets participants will realise the concepts and frameworks to:

- Align knowledge and communications across primary business units.
- Establish business models and views that cultivate technological values.
- Automate and integrate key business processes.
- Meet and exceed business targets using technology strategy.

Course Outline:

Module 1: Business Fundamentals

Lessons:

- Identify the types of business and segments
- Mapping internal organisational structures
- Estimating business value
- Performing industry analysis

Module 2: Aligning Technology to the Organization

Lessons:

- What is Technology Strategy
- Valuing Technology
- Preparing for Investment Prioritisation
- Describing Project Value

Module 3: Driving IT Strategy in the Organisation

Lessons:

- Comparing Frameworks and Methodologies
- Implementing Frameworks for your Organisation
- Gaining and Measuring Adoption
- Supporting Business Process Management

Module 4: Driving a Technology Strategy

Lessons:

- Understanding your business
- Driving effective Knowledge Management

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- Making good decisions

Module 5: Tactical Guidance for Converting a Business

Lessons:

- Creating a Stakeholder Communication Strategy
- Getting started with a Business Technology Strategy
- Mapping and managing an Engagement Model

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