

**B**usiness Architecture Associates (BAA) announces its 2019 public training series in North America. BAA is pleased to offer five full days of training courses, available to the public as an à la carte offering or a 5-day package for individuals. Corporate packages are offered to groups up to three employees with the option to add additional attendees.

The certification bootcamp series includes the following core business architecture course offerings:

- Course 1 – **Business Architecture Immersion Workshop**
- Course 2 – **Building the Foundational Business Architecture**
- Course 3 – **Extending the Business Architecture**
- Course 4 – **Business Architecture / IT Architecture Alignment**
- Course 5 – **Establishing and Maturing a Business Architecture Practice**

## 2019 PUBLIC TRAINING LINEUP

### **SAN FRANCISCO, CALIFORNIA USA**

April 29 – May 3, 2019

Training to be held at the MicroTek – San Francisco in the heart of the city, located blocks from the Bay, between the Financial District and Chinatown.

### **DALLAS, TEXAS USA**

September 30 – October 4, 2019

Training to be held at the MicroTek – Dallas, a premier corporate training facility, conveniently located near shops and restaurants.

Single day and package options are available for individuals and companies. Five-day attendees will gain a solid understanding of business architecture and be prepared to sit for the Certified Business Architect® exam. Courses 1–5 are accredited under the Business Architecture Guild®, GATP® program. All courses are aligned to the BIZBOK® Guide.

New this year, BAA is pleased to present three **Live Online Training Courses**. This engaging format provides real-time, online lecture/presentation with live Q&A interaction, led by Business Architecture Associates' founders and principal instructors.

**Get detailed course curriculum by visiting:**

[www.businessarchitectureassociates.com/curriculum.html](http://www.businessarchitectureassociates.com/curriculum.html)

## LIVE ONLINE TRAINING COURSES

BAA is featuring Course 1, **Business Architecture Immersion**, which covers the basics of business architecture practice setup, establishing value proposition and governance, blueprint creation and interdisciplinary alignment.

### **AMERICAS** | January 28, 2019

This Live Online Training is ideal for participants residing in North, South or Central America.

Course times: 10 AM to 6 PM Eastern Standard Time.

### **EUROPE / AFRICA** | May 16, 2019

This Live Online Training is ideal for participants residing in European or African continents.

Course times: 9 AM to 5 PM Central European Time (GMT +1)

### **AUSTRALIA / NEW ZEALAND** | March 5 & 7, 2019

This Live Online Training is ideal for participants residing in Eastern Australia, New Zealand, and Asia Pacific.

Course times: 8 AM to 12 PM Sydney/Melbourne, Australia, AEDT (UTC +11). 10 AM to 2 PM Auckland, New Zealand, (UTC +13)

## THE FOUNDERS & LEAD INSTRUCTORS



**Whynde Kuehn** is Principal of S2E Transformation Inc. and Co-founder and Editorial Board Chair of the Business Architecture Guild.® Ms. Kuehn is a long-time business architecture practitioner, educator and industry thought leader. She is a former practice leader and has developed business architecture for some of the largest business transformations in the world.



**William Ulrich** is TSG, Inc. President and Co-founder and President of the Business Architecture Guild.® He is a thought leader in the field of business architecture and business and IT transformation. As a management consultant for more than 35 years, Mr. Ulrich serves as senior advisor, mentor and workshop leader to corporations and government agencies worldwide.

**Register for on-site or online training by going to:**

[shop.businessarchitectureassociates.com](http://shop.businessarchitectureassociates.com)