

**B**usiness Architecture Associates (BAA) 2020 public training series features 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**
- 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**

## PUBLIC TRAINING LINEUP

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.

### 20-24 APRIL 2020 | LONDON, UK

Training will be held at the Palestra Office Building, Transport for London in Sothwark, London. **Learn more:** [bit.ly/37r4pEb](http://bit.ly/37r4pEb)

### 27 APRIL – 1 MAY 2020 | CHICAGO

The training event will be held at MicroTek – Chicago, located in the heart of downtown Chicago. **Learn more:** [bit.ly/2riKpTm](http://bit.ly/2riKpTm)

### 12–16 OCTOBER 2020 | SAN FRANCISCO

This event will be held at MicroTek, in the heart of the city, located blocks from the Bay, between the Financial District and Chinatown. **Learn more:** [bit.ly/34b0yJp](http://bit.ly/34b0yJp)

BAA also offers **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.

## 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.

### 7 & 8 JANUARY 2020 | THE AMERICAS

Designed for participants in North, South or Central America. Also suitable for Eastern Australia and New Zealand. **Learn more:** [bit.ly/35psWHP](http://bit.ly/35psWHP)

## 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.

Visit our website for curriculum and venue details:



For more information, email [info@businessarchitectureassociates.com](mailto:info@businessarchitectureassociates.com) or go to [www.businessarchitectureassociates.com](http://www.businessarchitectureassociates.com).

## IN-HOUSE TRAINING: ENTIRE TRAINING OFFERINGS – BROUGHT TO YOU

**With in-house training, Business Architecture Associates offers our entire catalog of training courses for your team, in the convenience of your own corporate setting.** This includes our business architecture core offerings as well as tailored workshops, specialty offerings such as executive overviews, and complementary courses such as those on facilitation and enterprise architecture.

There are unique benefits to BAA in-house training in that it allows you to:

- Establish a robust center of excellence of high performing business architecture practitioners
- Get your entire team and related practitioners up to the same level of expertise
- Create a shared language and mindset among your team and jumpstart your practice
- Focus conversations throughout training applicable to your specific application of the discipline
- Ensure that business architecture skills are in place across different business areas and roles
- Prepare your team to achieve CBA® certification
- Expand business architecture knowledge to related disciplines and teams
- Leverage custom workshops across various topics to mature your business architecture and related practice

In-house training can also be a cost-effective option for training multiple people from your organization and easily expands your ability to reach executives and other roles who might not otherwise attend a public training course. BAA can deliver its focused executive session as part of its in-house training offerings.

## SPECIAL IN-HOUSE TRAINING PACKAGES

While in-house training provides ultimate flexibility, we offer a few special in-house training packages which teams continually find to be valuable. These offerings are customizable to expedite business architecture adoption and practice maturity.

**Business Architecture Practice Jumpstart** – This three-day training series accelerates business architecture teams establishing their practice with an end-to-end overview of the discipline as well as a focused course on building the foundational business architecture and getting started with the practice. Includes courses for Business Architecture Immersion, Building the Foundational Business Architecture and Establishing and Maturing a Business Architecture Practice.

**Business Architecture Baseline Jumpstart** – This three-day training and workshop series begins with our Building the Foundational Business Architecture course that teaches the core business architecture domains, with a focus on capabilities and value streams. We then spend the next two days building the capability map, information map and value streams for your organization, based on the industry-standard BIZBOK® Guide reference models.\* This package enables business architecture teams to not only learn about the business architecture baseline but also jumpstart the creation of their own business architecture, aligned to their unique needs.

**Business Architecture Bootcamp** – This five-day training series covers the business architecture discipline in-depth from end-to-end and includes our full core course lineup. This package not only prepares teams for establishing and maturing their practice but is also the perfect foundation to sit for the Certified Business Architect (CBA)® exam. Courses include Business Architecture Immersion, Building the Foundational Business Architecture, Extending the Discipline: From Strategy to Execution, Business Architecture / IT Architecture Alignment and Establishing and Maturing a Business Architecture Practice.

\* Clients must obtain basic reference models from the Business Architecture Guild®, which are available as free downloads to individual and corporate members of the Business Architecture Guild.

