Why they just don’t get it

On communicating about architecture to business stakeholders

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Why don’t business stakeholders understand our architecture?
Because we are talking in a language they do not understand
What is the language of business people?
technical debt

issues

costs, revenue

changes

opportunities

risks

threats

vulnerabilities

metrics, KPIs

processes, services
Co-creation
IT landscape
... with business processes on top
Data pipes & filters
What’s ahead?
Landscape qualities
Use business viewpoints, IT architecture, and psychology in order to co-create a language for specific stakeholders.
How can we develop a language they do understand?
How many eights?

2904563040
7833267149
6584449451
6172394692
7589169386
How many fives?

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<tr>
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Design thinking
Sketching
We know what you’re thinking...

-non-ambiguity?
-clarity?
-completeness?
-soundness?
-maintainability?
-cost-effectiveness?
-architecture repository?
Your TODO list, May 2015

☐ Interview business stakeholders
☐ Try to understand their concerns
☐ Address concerns in their words
☐ Check your understanding, twice
☐ Co-create a common language
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