



Seven Rules for Using EA

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Value to the Mission

Increase the value of architecture activities to improve results in agency mission areas.



Strategic Outcomes from EA

- Operational excellence
- More customer intimacy
- Better services to citizens (customers)
- More strategic agility



FEA Strategic Initiatives for FY07

- Deliver Value to Core Mission Program Areas
- Accelerate Adoption of Cross Agency Initiatives
- Develop Measures of EA Performance



Architecture Principles for the Federal Government

- The federal government focuses on citizens
- The federal government is a single, unified enterprise
- Federal agencies collaborate with other governments and people
- Security, privacy and protecting information are core government needs
- Information is a national asset
- The federal architecture is mission-driven
- The federal architecture simplifies government operations



Dick Burk's Seven Rules for Using EA

1. Be proactive
2. Reuse what is in place
3. Demonstrate courage
4. Operate collaboratively
5. Talk business, not IT
6. Mission drives architecture
7. Look for assistance beyond the organization



Be Proactive

- **Be proactive:**
 - Architecture precedes investment and takes time.
 - Enterprise architects need to be proactive in anticipating needs and architecting solutions well in advance.
 - A compliance-driven EA mapping to an IT investment portfolio will not drive change.



Reuse What is in Place

- **Reuse what is in place:**
 - Most mature organizations have documented methods, processes, procedures and desired outcomes for performing their core businesses.
 - Resist the urge to "reinvent the wheel"; embrace and use these materials as your starting point.
 - Your EA program should add improvements to this body of knowledge over time.
 - Your EA program is working well when it drives improvements to your organization's core "operating manual"



Demonstrate Courage

- **Demonstrate courage:**
 - Enterprise architects are, by definition, change agents and this takes a certain amount of courage.
 - Architects must be willing to accept responsibility for outcomes and influence people (in some cases "ruffle feathers") outside of their immediate span of control.
 - Enterprise architects are senior leaders in their organization and should never be satisfied with merely creating good EA artifacts.



Operate Collaboratively

- **Operate collaboratively:**
 - Enterprise architects need to get out of their offices, engage with stakeholders and business owners, and help them solve their toughest problems.
 - The 80-20 rule applies here:
 - 80% of the job is collaborating with others
 - 20% of the job is creating artifacts.



Talk Business, Not IT

- **Talk business, not IT:**
 - The key to effectively engaging business owners is to use their language, not IT-related jargon.
 - Business owners want to hear about:
 - Mission performance
 - Customer satisfaction
 - Cost savings
 - Process and portfolio optimization
 - Operational efficiency.
 - Don't talk to them about metamodels and artifacts.



Mission Drives Architecture

- **Mission drives architecture:**
 - If architecture precedes investment; then mission precedes architecture.
 - The whole purpose of doing enterprise architecture is to improve mission performance.
 - If you find yourself immediately diving into IT, then you are missing this crucial aspect.

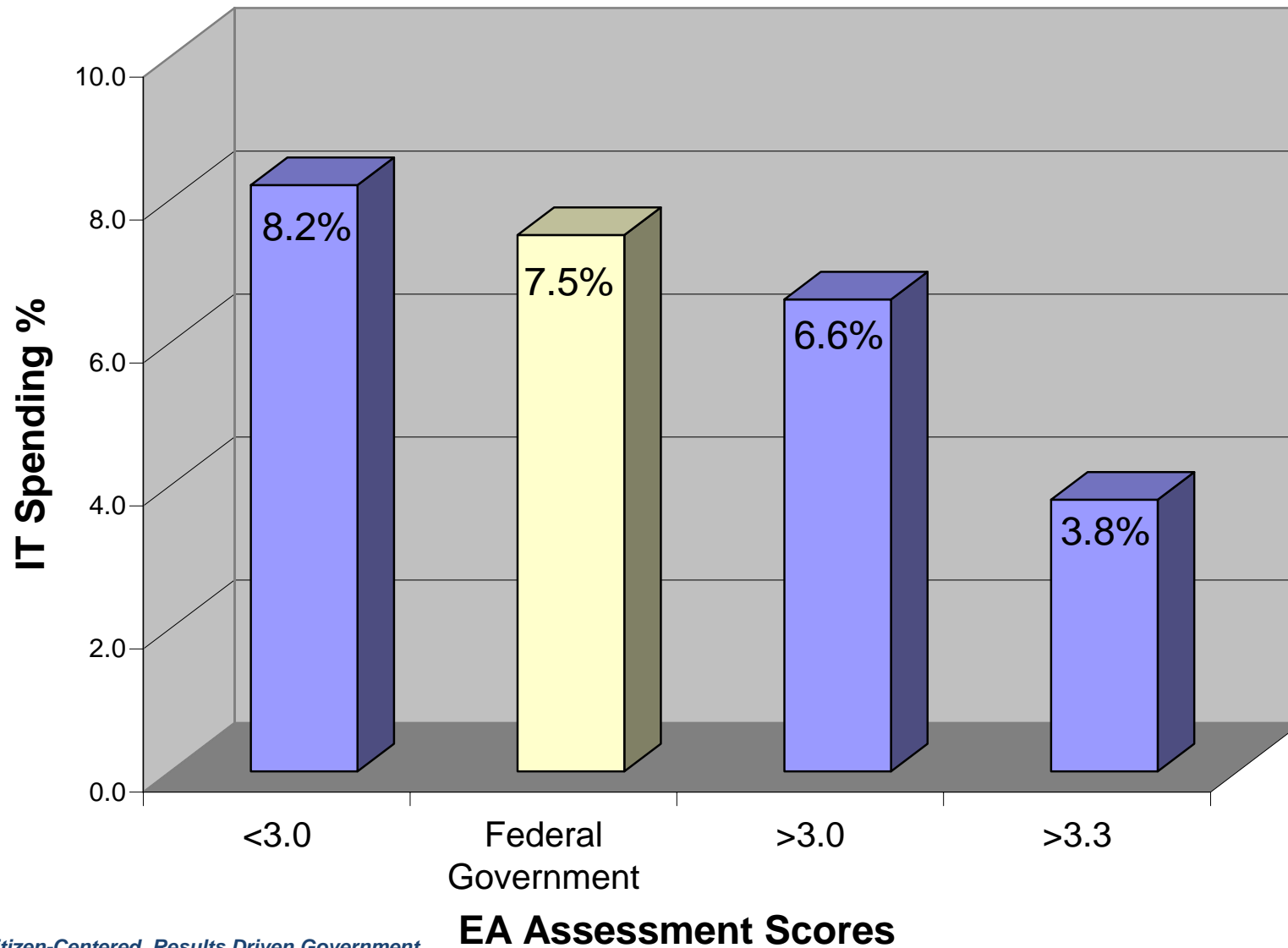


Look for Assistance Beyond the Organization

- **Look for assistance beyond the organization:**
 - You are not in this alone.
 - There are many other organizations who can help you, all you need to do is ask.
 - These include OMB, GAO and the IG.



Relationship of EA to IT Spending





For Further Information:
www.egov.gov