

TECHNOLOGY TRANSFER PRESENTS

MIKE ROSEN

PRINCIPLES AND SKILLS TO BE A GREAT ARCHITECT

ONLINE LIVE STREAMING

OCTOBER 5-8, 2021

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

Has your organization embraced Business, Enterprise or IT Architecture? While many organizations have formed architecture teams and given people the job title of 'Architect', they don't always have insight or training into specific architectural skills or the industry best practices associated with being an Architect.

Luckily, there is help. This seminar focuses on the principles and skills needed to be an effective Architect. Whether you're a new or experienced enterprise architect, business architect, solution architect, IT architect, or software architect, this course will provide practical principles, skills, and techniques for improving your performance and influence.

Instructor Mike Rosen has combined his 25 years of experience as an Architect, 20 years as an instructor, and his passion for learning and architecture to help develop delegates into great Architects. The course explores the architectural skills involved in supporting strategy and project development from ideation and conception through planning, design and implementation, and the engagement models and interactions with different stakeholders throughout the lifecycle.

The seminar is structured as a mix of presentation, discussion and interactive exercises, with an emphasis on applying the new concepts and skills to example scenarios to answer these key questions:

- What are the essential skills and knowledge for an Architect?
- Which skills are most useful at each point in an architectural or project lifecycle?
- Which skills should I focus on improving for my career goals?
- How can I be an Architect that helps, rather than the person who says no?

Attendees will:

- Understand the underlying principles of architecture and how to apply them across different scenarios
- Improve basic architectural skills of modeling, abstraction, conceptualization
- Master visualization and communication of architectural concepts to technical and non-technical stakeholders
- Enhance advanced architectural skills of critical thinking and visualization
- Apply industry best practices for standards and patterns
- Learn the secrets of architectural influence

Audience

- Enterprise Architects
- Business Architects
- IT Architects
- Application Architects
- Business Analysts
- Professionals in an architecture role, or those with career aspirations to become an architect

OUTLINE

Afternoon 1 - Architecture Foundations

What is Architecture?

- Architectural foundations and principles
- What does an Architect do?
- Key architectural skills

Architecture principles

- Making principles actionable

The Architecture of Architecture

Thinking like an Architect

- Breadth versus depth
- Interdisciplinary

Critical thinking

- What is critical thinking?
- Challenging assumptions and identifying bias
- Realigning conclusions

Afternoon 2 - Modeling Fundamentals

Model types

- Contextual, conceptual, logical, physical and formal models

Contextual diagram - Big picture problem view

Conceptual architecture - Main elements of solution

Modeling qualities

- Consistency
- Relevance and readability

Visualization

- Visualization techniques
- Scientific principles of cognition
- Guidelines - elements, regions, shapes, color, size, flow, alignment

Formalization

- Formal models
- Reference Architectures
- Metamodels

Afternoon 3 - Advanced Architecture Skills

Abstraction

- Types of abstraction - omission, composition, generalization, idealization
- Abstraction and realization
- Creating appropriate abstractions

Creating shared understanding

- 5 Whys
- Fishbone
- Brown Cow
- 3 E's
- Theory of Constraints

Patterns

- Using patterns
- Creating patterns

Standards

- What, where, when?
- Practice what you preach

Afternoon 4 - Architecture Enablement and Programs

Enablement and Influence

- Secrets to success
- Stakeholder management

Architecture programs and artifacts

- Interaction models
- Focused work products
- Value Measurement

Architectural review

- Designing and performing
- Getting buy-in and delivering value

The future of Architecture

Conclusion

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1100</p> <p>The fee includes all seminar documentation.</p> <p>SEMINAR TIMETABLE</p> <p>2.00 pm - 6.00 pm (Italian Time)</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) email: info@technologytransfer.it</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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MIKE ROSEN

Principles and Skills to be a great Architect

October 5-8, 2021

Registration fee:
€ 1100

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Mike Rosen is Chief Scientist at Wilton Consulting Group which provides expert consulting in Digital Transformation Strategy, Business Architecture, Enterprise Architecture, and Enterprise Solutions. Mr. Rosen is also a founding member and Vice President of the Business Architects Guild. Prior to returning to consulting, Mr. Rosen was Global Research VP for IDC, providing research to IT and business leaders on Strategic Architecture and Digital Transformation. His current emphasis is on the new 'Digital Business Platform' required to enable agile, flexible, scalable and sustainable Digital Transformation. With 40 years in technology, Mr. Rosen has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience. He is an internationally recognized speaker and author of several books and hundreds of articles.