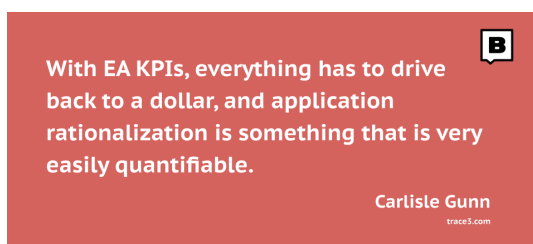**2500**

whatsyourbaseline.com/podcast

Hello friends,

Welcome back to this month's newsletter.

We broke another milestone earlier this month and reached 2500 downloads (we are at almost 3200 at the time of this writing). Something that I would have never thought about when we started this thing ... but I am repeating myself.

So let me say it again from the bottom of my heart: **THANK YOU** for your support, ideas, feedback, and following our shenanigans on the podcast, the website, and on LinkedIn.

This week we have a lot of different topics and a sneak peek for you. Enjoy.

Fresh podcast episodes

With EA KPIs, everything has to drive back to a dollar, and application rationalization is something that is very easily quantifiable.

Carlisle Gunn
trace3.com

whatsyourbaseline.com/episode14

January 24, 2022

Episode 14 - EA Strategy & Capabilities: Carlisle Gunn

EA strategy development is not done very often, but has many benefits. In this episode of the podcast, we are talking with Carlisle Gunn, an experienced Enterprise Architect, who we've worked with on past projects.

Carlisle has worked in the Enterprise Architecture space for over 8 years with a focus on business and application architecture. He led teams through process discovery into documentation and improvement. Working with team members from a wide array of roles, his background demonstrates experience working with almost every type of functional member within an organization.

Carlisle received a Masters of Professional Studies in Enterprise Architecture in 2016, where his focus was on the establishment of Enterprise Architecture capabilities and usage of modeling languages.

Listen to Episode 14

Episode 15 - Strategic Process Consulting: Zach Bennett

Setting up a strategic process consulting practice or firm in our industry is not easy. On the one hand side you have the large system integrators/Big 4 companies, and on the other side you have the tool vendors helping setting up internal practices and capabilities. Finding your niche in that setup and building a sustainable business is a challenge.

Organizations are trying to identify the core capabilities they need, and helping them to understand the combination of business capabilities and technology portfolio is an ongoing challenge.

Zach Bennett
visualeabpm.com

whatsyourbaseline.com/episode15

Showing an example of a successful enterprise, we are talking with Zach Bennett, who runs his own firm, Visual Enterprise Architecture for over 25 years, in this episode of the podcast.

Zach is a senior executive leader with demonstrated success in delivering transformational solutions and working directly with senior business and IT leadership to achieve strategic goals. He also championed a culture of continuous business transformation across entire organizations and established company Centers of Excellence for Business Transformation and Enterprise Architecture and execution of transformational programs and projects.

First you ask: do I need to change, and if so, what do I need to change? Then, you analyze and accept the impact of change.

Then you design and develop a solution, and for that, you can work in Agile, Waterfall or whatever. I don't mind.

Caspar Jans
softwareag.com

whatsyourbaseline.com/episode16

February 21, 2022

Episode 16 - Management of Change: Caspar Jans

Managing change is hard – either managing organizational change or managing changes in technology or architecture. In this episode of the podcast we are talking with Caspar Jans from Software AG about the latter and how to implement and operate a program to manage change.
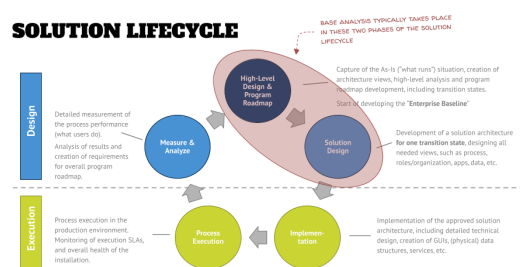
Caspar is a high-energy, fast learning and broad-skilled professional (BPM, Business Transformation, Supply Chain, Logistics, Procurement and IT) with an above average interest in the human connection and functional excellence. He excels in connecting human performance with process thinking and improvement.

His public speaking, facilitation and networking skills provide full support for his external orientation approach (never reinvent the wheel).

Listen to Episode 16

New stuff to read (and watch or listen)

February 13, 2022

Base process analysis

This is the first of a few articles about process analysis, and covers the "base" analysis of a process without dedicated tools (besides your architecture tool), or additional data collection, for example, for simulation or process mining. Those "advanced" analysis methods will be covered in the future.

It does not aim to be a complete guide to process analysis and all the different angles one could dissect a process and find improvement opportunities, but it is meant to start the conversation about the need for "always improving" and how to do this. In addition to this, all the measures can be captured by hand, but a good architecture tool will have reports and other means available out-of-the-box, so that you can avoid painful counting.

In the past there were multiple waves of process improvement that aimed at different aspects, one approach (the Business Process Reengineering) aimed at rethinking the value-streams that are created by processes, while others (Lean/6 Sigma) approaches

looked for smaller improvements in a given lower-level process.

In this article we are focusing on a single process or a combination of processes that are assembled in an End-to-End fashion.

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Go to article

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Outlook

Our preliminary schedule for the near future looks like this:

- **Week of 03/07 - Organizational Change Management.** Following the previous episode about Management of Change (process, tech, and architecture), J-M and I will have a closer look at the people side of change and why adoption is the crucial success element of any architecture program.
- **Week of 03/21 - Working with Recruiters** is an interview with Jason Jovanis, the owner of a recruiting firm, and we talk about working with recruiters as a candidate, as well as an organization who wants to engage with one to fill critical roles.
- **Week of 04/04 - Interacting with Analysts**. Our guest on this episode is Amar Modi from the Everest Group. We will talk about the role of analysts, what they do besides writing reports, and what to expect when interacting with them.

And now for something completely different ...

I hinted at it in a previous newsletter, and now it is a reality. We are soft-launching a web store. At the moment you find "What's Your Baseline?" tees for men and women here: whatsyourbaseline.com/merchandise.

If you want to show your support of the show by wearing one of our shirts and point other interested folks to the podcast or the website, you are at the right place.

Since you are our most trusted friends, you can use the code **LAUNCH** during checkout for 20% off for T-Shirts, and 18% off on long arm tees ($5 each). This offer is valid until 3/15/22 when the next newsletter will be published.

I am looking forward to seeing you on our website and hope you enjoy the podcast episodes. If you like, please follow us on LinkedIn to get notified whenever we post announcements about new content there.

Best,

Roland

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