

## Onderhou met D.I R. en M.S. – EA and business management consultants

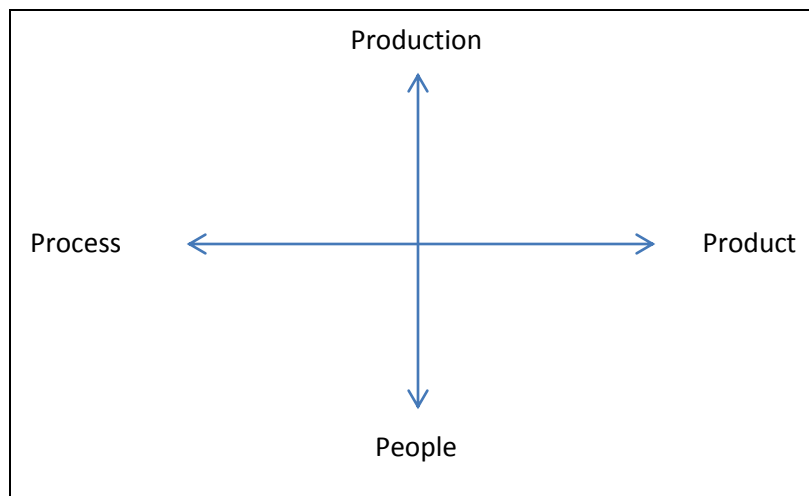
11 March 2013

### Interview format:

1. Show WoLAF for EA Model and Method.
2. Show Self-assessment tool.
3. Ask for comments.

### Comments:

- 4 Ps important in organisation and EA:



- Determine the organisational goal for EA – for example less expenditure, more profit, business growth, organizational growth and expenditure.
- To understand the organizational culture / code of behavioural conduct / EA opinion is important.
- Try to establish if stakeholders accept EA initiative.
- To understand organisational context and culture is important – every organization has its own character and style of work.
- There is a demand for IT services and capabilities but there is also cost and time restrictions on IT projects.
- Check validity of Adoption arrows on framework = verify and explain assumption that EA is adopted by Executives/Managers. Agree that Acceptance should happen bottom-up.
- Show short-term EA results.
- Establish organizational EA language.
- EA expectation and “business” goals alignment.
- Business decisions – top-down communication is important.
- Documentation is important.
- From EA experience - the vertical arrow ‘people - production’ is where most problems are encountered in organisations.