



Initiative for an open method

« Notre véritable étude est celle de la condition humaine. »

“Our real study is that of the human condition.”

Jean-Jacques Rousseau, *Emile ou l'éducation* (Emile or On Education)

Enterprise Transformation Manifesto

Introduction to the endeavor

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Presentation objective

Objective

Introduce the ETM and the underlying endeavor

Topics

Communication

Enterprise responsibility and values

Enterprise architecture...

Document protection



Duration: 30'

Item	Timing	Duration
Why a manifesto?		5'
What is the manifesto?		10' – 15'
What form does the manifesto take?		5'
How does it work?		10'
		Q&R

The context

Prior to the text

Starting point

How can we better communicate the Praxeme methodology?

Paradox

Why such low interest among the management for a methodology which is specifically about enterprise?

The pretext

Current trends

From the enterprise perspective

- A sort of breviary for enterprise responsibility
- An opportunity for communicating

From IT community perspective

- Restoring the power for proposal
- An attempt for establishing Enterprise Architecture at its right place

From Praxeme perspective

- A way for redefining Praxeme as an enterprise methodology
- Search for potential funding

What is the manifest?

A glance at its content and structure
Some hidden references

A small text that summarizes principles and values related to the enterprises and their values

The golden principles for improving the enterprises while respecting society's fundamental values and interests

It articulates the commonly accepted principles

- Enterprise responsibility

- HR management

- Focus on innovation and adaptation

- Necessity of relations with the academic

It connects these topics to the discipline of enterprise architecture

Overview: 7 chapters


- In the face of complexity, this manifesto articulates core principles and offers an escape from confusion, gloom and doom. It aims to reinforce our ability to act.

Motivation of the Manifesto




- By "Enterprise", we mean any type of organized and willful entity or action. Considering the Enterprise as a system helps to cope with its complexity.

Enterprise System



- The Enterprise expresses its values, in accordance with society and its value system. Its actions should conform to its values.

Enterprise policy & the open society




- Enterprise Architecture is the discipline that analyzes the strategy and determines the main decisions for transforming the Enterprise System.

Enterprise Architecture



- Transforming the Enterprise and improving its contribution to society require specific skills and motivations. Bridging the Enterprise and the University is part of this adventure.

The human adventure



- Mastering the transformation of the Enterprise requires the target and the trajectory to be made clear. The target defines an aspirational state of the future Enterprise System.

Enterprise Transformation



- The quality of the Enterprise System directly impacts the way the Enterprise behaves and evolves. It is of paramount importance to analyze and assess this quality.

Quality of the Enterprise System





Motivation of the Manifesto

- In the face of complexity, this manifesto articulates core principles and offers an escape from confusion, gloom and doom. It aims to reinforce our ability to act.

Introduction

Definition of “Enterprise”

Use of “signatories” as a term

Objective

The Manifesto aims to summarize best practices and principles in order to share and diffuse them on a wide scale, among partners and through teaching

Question: Should we mention Praxeme? (Cf. CHC-03c)



Enterprise System

- By "Enterprise", we mean any type of organized and willful entity or action. Considering the Enterprise as a system helps to cope with its complexity.

Semantics

Enterprise and complexity

Definition of "Enterprise System"

Introducing the multi-aspect approach

"Separation of concerns", "Alignment"



Enterprise policy & the open society

- The Enterprise expresses its values, in accordance with society and its value system. Its actions should conform to its values.

Scoping

Start the analysis

“Ideology” and negotiation

Hints for methods to be applied to the “political aspect”

Principles

Sincerity, Will, Tolerance, Driving



Enterprise Architecture

- Enterprise Architecture is the discipline that analyzes the strategy and determines the main decisions for transforming the Enterprise System.

Repositioning the discipline

Not restricted to IT systems

Think the – extended – enterprise as a whole

Rationality principle

Understanding & representing prior to decision-making & acting

Preparing the transformation



Quality of the Enterprise System

- The quality of the Enterprise System directly impacts the way the Enterprise behaves and evolves. It is of paramount importance to analyze and assess this quality.

Summary of architecture basics

Two faces of complexity

Both a strength and a risk

Complexity versus complication

Impact of the architectural quality on the enterprise



Enterprise Transformation

- Mastering the transformation of the Enterprise requires the target and the trajectory to be made clear. The target defines an aspirational state of the future Enterprise System.

Need for adapting, innovation...

Take advantage of technology

Glimpse of IT transformation opportunities

Negotiation, target, trajectory



The human adventure

- Transforming the Enterprise and improving its contribution to society require specific skills and motivations. Bridging the Enterprise and the University is part of this adventure.

As a result of previous statements

Values, aspirations... → consideration of HR

Disciplines per aspect → competencies

Implications:

Need for an enterprise methodology, common framework

New deal proposed for bridging the gap between Enterprise and academic world

But also active listening...

3

What is the form of the manifest?

Legal protection

Logo

Document

Web site

Internal view



Creator of the logo: Fabrice CHEVRIER

Internal view

Both components are generated from a common source

Mind Mapping

Tool: Mind Manager

Need for stability

Once a first enterprise has signed, it will become very complicated to change the text

Web site

[Http://www.enterprisetransformationmanifesto.org](http://www.enterprisetransformationmanifesto.org)

The place where we will display the logos of the signatories

Nature of the operation

A communication operation

An impetus for further analysis

Emphasis is put on “values”

Running of the operation

Targets

.../...

Rules

Targets

Exogenous motivations

Corporate Boards

Sensitive to social and moral questions

Eager to find a way to innovation

Communication departments

An opportunity to demonstrate that the enterprise lives up to its stated creeds

Academic world

Call for a new deal

Endogenous motivations

Organization & IT departments

How to link together many techniques and connect them to the strategy and management perspective

HR departments

Tenet regarding:

The human factor

Disciplines & competencies

Values

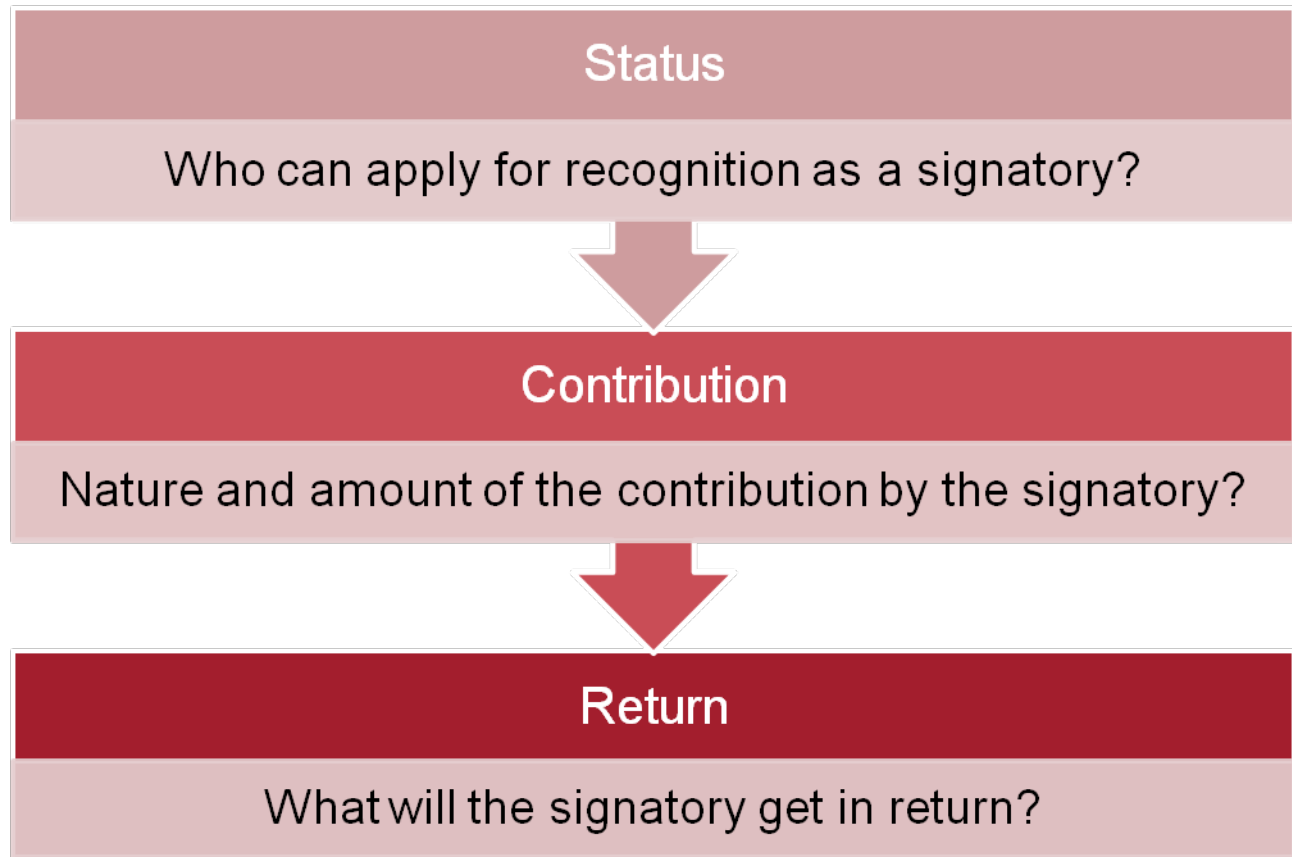
R&D functions

Insistence on innovation

Rules for sponsoring

The operation relies on the enterprises' desire to be recognized as signatories

Rules



There is only one status in this endeavor: signatory

No categories

(We gave up a more sophisticated procedure)

Only enterprises and organizations can become signatories

Individuals may back the operation

A dedicated place on the web site is reserved for expressing “praise”

Contributions aim to pursue the development and promotion of Praxeme, the enterprise methodology

The Praxeme Institute is the beneficiary of these contributions

Non-for-profit organization

Financial contribution

It is up to the signatories

Even for free

Other types of contributions

Additional obligation for the signatory

The signatories have to post a link to the ETM site on their own web sites

In return for the contribution, the institute will publicly recognize the status of the signatory

It will publish the signatory's logo on the ETM web site

The position of one enterprise's logo with regards to another's will depend on the amount of its financial contribution

The amount used as an indicator is the sum of all amounts paid by the signatory

For further information

The site of the association “*Praxeme Institute*”

www.praxeme.org

Upcoming events

“**Citizen meeting**”

2010, January 4

“**Extraordinary Day**” on Business Architecture

2010, February

Keep in touch

Register

<http://groups.google.com/group/Praxeme-Annonces>

Join

Help us to help you: please join us in our efforts!