Hello friends,

I hope that this newsletter finds you well at the end of another tumultuous year. Even though 2021 was better than 2020, it is time that you-know-what disappears and we all can go back to normal.
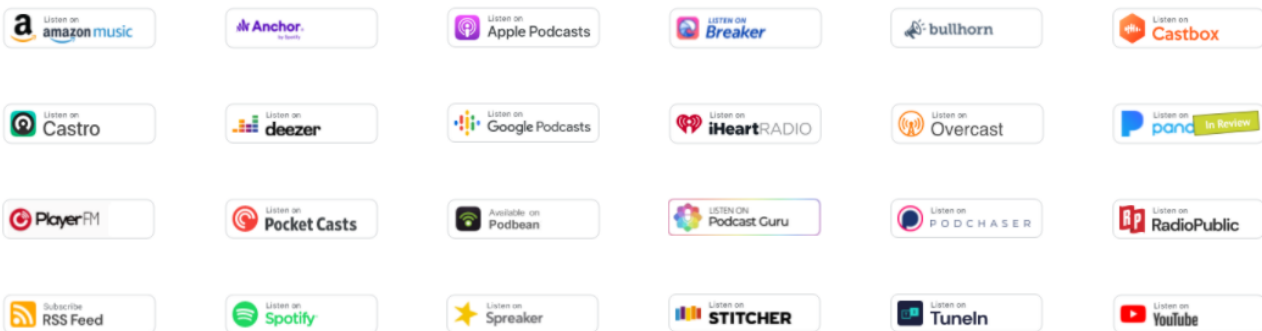
However 2021 has also seen some good things:

- After 14 years of procrastinating, three domains, and one domain expiration, I finally became serious with restarting the What's Your Baseline? website, and more than 2,900 page views by over 1,300 visitors (as of the time of this writing in mid-December) show that there is a demand for content about Enterprise Architecture and Business Process Management.

- We currently have 46 articles published and will get close to the 50 by the end of the year. We've seen one guest post and will onboard another guest author within the next days (and have him on the podcast next year as well - no pressure, Caspar).

- The podcast started in August and in late November we broke the 1,000 downloads milestone (we are at 1,330 now two weeks later).

1000

whatsyourbaseline.com/podcast

- One reason for this growth might be that we did quite a push in getting the podcast out there into the various directories and in as many ears as possible. Currently we are available on 25 platforms (the 24 below and I just learned from a reader email that you can find us on Audible too).
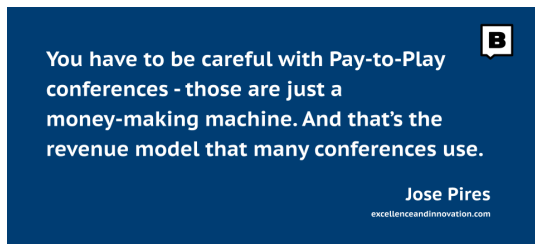
Listen on amazon music	Anchor.	Listen on Apple Podcasts	LISTEN ON Breaker	bullhorn	Listen on Castbox
Listen on Castro	Listen on deezer	Listen on Google Podcasts	Listen on iHeartRADIO	Listen on Overcast	Listen on pand In Review
PlayerFM	Listen on Pocket Casts	Available on Podbean	LISTEN ON Podcast Guru	Listen on PODCHASER	Listen on RadioPublic
Subscribe RSS Feed	Listen on Spotify	Listen on Spreaker	Listen on STITCHER	Listen on TuneIn	Listen on YouTube

- Links to all the various directories can be found at our remodeled podcast page at https://www.whatsyourbaseline.com/podcast. One thing that I've noticed is that since we are on Apple Podcasts the download numbers go up, and the iPhone shows up as one of the leading devices - it seems that for podcasting all things still go through Apple ¯_(ツ)_/¯

- Speaking of renovations - we enabled our website to be a "Progessive Web App", which means when you visit the page on a Chromium-based browser (Chrome, Edge) you will see a small "install" icon in the address bar. This allows you to create an "app" that has content locally cached on your machine (computer, tablet, phone), and it opens in its own window and even has an icon that can be added to the task bar.

- In addition to this we built a nice community on LinkedIn that has over 180 followers and is actively giving us feedback. Come join us over there as well.

- *And* we appeared on one podcast as guests (see also below) and were invited as panelists on a webinar earlier this quarter. In addition to that, the next guest appearances are already in the works.

- Lastly we started building a "resources" section behind the scenes and started a shop at Gumroad that we'll use to sell accelerators for your architecture program (the first one is a "name your price" offer).

Additional ideas besides the accelerators are also in the works, but it is too early to tell, so stay tuned and watch out when we go live with the new section on the website :-)

For all the new content on the site, please see the details and links to the resources below. Enjoy listening and reading :-)

Fresh podcast episodes

You have to be careful with Pay-to-Play conferences - those are just a money-making machine. And that's the revenue model that many conferences use.

Jose Pires
excellenceandinnovation.com

whatsyourbaseline.com/episode10

Episode 10 – Get the most out of conferences, trade shows, and webinars

Have you ever wondered why you should go to conferences or be a speaker (and how to become one)? Our podcast guest today is José Pires, a veteran of 20+ years in the conference business and a leader in helping organizations to improve their execution and innovation excellence.

José serves as Excellence & Innovation (E&I) executive leader and advisor for cross-industry organizations ranging from startups to Fortune 50, where he oversees the global identification, prioritization and execution of high value business improvements and innovations for the companies, business partners, and customers in multiple markets.

He is an advisory board leader, keynote speaker, and chairman for organizations and global conferences on innovation, operational excellence, leadership development, strategy execution, culture, business and digital transformation, customer experience, exponential technologies, and growth acceleration.

Listen to Episode 10

whatsyourbaseline.com/episode11

Episode 11 - Governance Design

Ahh, governance – the topic that is boring to death and had complete EA groups being fired.

Love it or not, setting up the "rules of engagement" is still an important piece in an organization. And you can do it while having some fun when you remember the points that we are talking about in this episode.

For example:

- Role of governance in architecture activities and how it was seen in the past
- Who should be involved when setting up the rules of engagement and how to set up the organization
- How to design governance processes – push/pull communication, elements of the implementation, measure gov. KPIs
- Governance automation and how to implement it

Listen to Episode 11

whatsyourbaseline.com/episode12

December 13, 2021

Episode 12 - Ten Things I've Learned

The end is near!

No, not only the end of the year, but also the end of Season 1 of our podcast (hosted by Roland Woldt and J-M Erlendson). Today we released Episode 12: "Ten Things I've Learned" over the last 25 years that we do this architecture and process work.

But don't be afraid, we will be back in mid-January with Season 2 and we have already lined up new topics and guests that you will enjoy to listen to #promised.

Listen to Episode 12

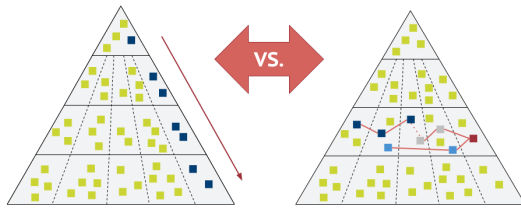# New stuff to read (and watch or listen)

BUSINESS PROCESS STRUCTURE

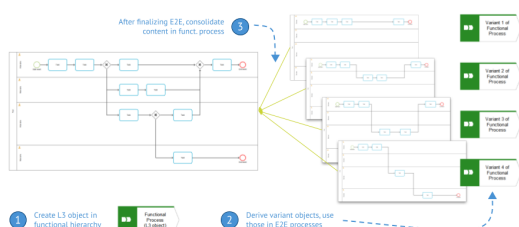## Business processes - how to structure your process view?

Setting up a [structure for your architecture](#) can be challenging when you want to include the demands of all stakeholders and cover all use cases. For some architectural views it is easy – applications typically come in "flat" and might just have one level below in your [meta model](#) (for components and other viewpoints), or risks and controls are typically already categorized before they are imported into an architecture tool.

Finding the right structure for your business processes can be tricky, though – various demands and opinions might come together that conflict each other. On the one hand, you have the business units who want to improve a process 'soup to nuts', while others have a specific focus on regulatory compliance, and others are even looking at processes from a functional perspective. Or, in some projects, all three aspects come to play, which obviously can lead to confusion or short-term decisions that will haunt you long after the project has ended.

This two-part article series will cover all three aspects and give you a recommendation how to handle this in your [architecture and database structure](#).

[Go to article](#)

KEEP E2E & FUNCTIONAL PROCESSES IN SYNC

End-to-End processes (process structure pt. 2)

After having a look at the [functional business process view](#), we will have a look at a second process view in this article: the End-to-End (E2E) process view, which a lot

of people are familiar with because this is how they experience their daily work.

We will also have a look at the risk viewpoint, and how this can be incorporated/work with both process views.

[Go to article]

Meet the Maker - Roland Woldt

We are lightening things up a bit over here and start a new "Behind the scenes" series on our site (whatsyourbaseline.com): Meet the Maker.

Here is the mission statement: "The Meet the Maker Interview series is a fun and relaxed behind the scenes insight into people and what they do. Showcasing their talents as well as seeing what makes them tick. From 'What's your party trick?" to "You've got a week off, where are you going?" we want to know where they are and how they got there. Check out our interviews with architects, process people, agile folks, and more."

The first "guest" is our founder Roland Woldt who was interviewed by J-M Erlendson.

[Go to article]

Podcast - Process Mining: The Hipster Child of the Process Industry

Your favorite podcast crew were guests on Ansgar Bittermann's "Pocket Guide AI" podcast, and we had the opportunity to speak about one of our favorite topics in front of a live panel, which asked good questions.

Please listen to the episode below and also visit Ansgar's show (on Spotify and

elsewhere). Here is how he described the episode:

"Today we talk with Roland Woldt, Washington, DC, and J-M Erlendson, Toronto. Both are working at Software AG as Business Process and Transformation Architects and are also running their own website (and podcast) at whatsyourbaseline.com, where they demystify and explain enterprise architecture.

Our topic today is process mining. As Roland puts it: like footprints in the snow executing processes leave process traces in application systems. And with process mining we can analyze these process traces to discover the underlying processes. We will learn how this works in reality, what a company needs to use this successfully and how it is connected to artificial intelligence. We will also talk about process lifecycle, process mining analysis and how it is connected to task mining and RPA."

Go to article

Outlook

The **week of 01/10** will be the week where we restart the podcast for season 2.

Unfortunately we don't have the schedule laid out completely for that season yet, so I stay intentionally vague :-)

What I can tell so far is that the confirmed topics for Season 2 are:

- Developing an EA strategy
- How to create a business case
- AI and Architecture (a match like "hand in glove"?)
- Being a smaller vendor in the process (mining) industry
- etc. ... and we already started the recording of the first episodes!

Overall Season 2 will have 12 episodes, just like Season 1, and will also stick to the bi-weekly schedule. This will bring us into summer, where we will take a short break again and regroup for Season 3.

But now there is nothing left to do but to wish you Happy Holidays.

Hopefully you will spend some quiet days with your loved ones and take a break from the hectic business life (haven't you noticed that it picks up steam again? I am even booked to

speak at an in-person conference in early February).

Best,

Roland

What's Your Baseline