

The background is a teal gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

PSYCH

ITECHTURE

BLENDING NECESSARY PSYCHOLOGY WITH ENTERPRISE ARCHITECTURE

WHO



Name: Russell Cotter

Passion: Leading people to their AHA! Moments

How I pay the bills: Enterprise Architect

What I do for fun: Author, Lifelong learning

Favorite place: Anywhere that has mountains

My word: Unconventional

Superpower: High functioning ADHD



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Why understanding and using psychology is so important.

How you can begin to use it in your job.

Where you can learn more.



FIRST PRINCIPLES

Definition of *psychology*

1: the science of mind and behavior

2a: the mental or behavioral characteristics of an individual or group

b: the study of mind and behavior in relation to a particular field of knowledge or activity

Courtesy of Merriam Webster dictionary

Definition of *Enterprise Architecture*

1: The models, processes, standards, principles and governance for informing change across an enterprise.

2: Make sense of the complexity of an enterprise so that we can make change achievable and exciting.

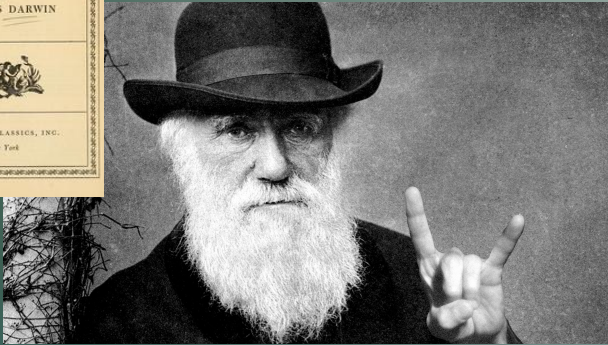
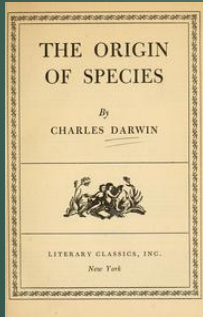
Courtesy of me (you're welcome).

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WHY

PSYCHOLOGY IS SO IMPORTANT

CHANGE IS COMPLICATED



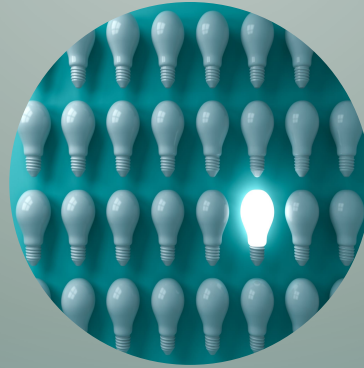
“It is not the strongest of the species that survives,
not the most intelligent that survives.
It is the one that is the most adaptable to change.”
— Charles Darwin



“The future always comes too fast and in the wrong
order.”
— Alvin Toffler

INFORMING FOR CHANGE

How do we form the message?



How do we engage and influence?



How do we encourage thoughtful consideration?





THE **AHA!** MOMENT

It's all very interesting, but I just don't understand.

ANXIETY

CONFIDENCE

Turns out that Architecture Frameworks, Change Methodologies, RACI charts and Governance Processes work only as well as there is the motivation to use them and follow them.

WHAT ABOUT THE ARCHITECTURE?

Models, schematics, topology diagrams

Standards, documents, spreadsheets

Directories and emails

Heatmaps and dashboards

Infographics and memes

Wiki pages and blogs



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HOW

YOU CAN USE IT

GREAT CONVERSATIONS TO DRIVE CONFIDENCE

Leadership who work with the EA Team as well as the EA team itself must pay attention to certain behaviors so that the architect can facilitate better conversations.

It then becomes easier to use artifacts more successfully when exploring planning and design deliverables.



BEHAVIORS WE ENCOUNTER

My way is the best way because I hold rank, making me more important than you.

Yes, narcissistic tendencies are still out there, even during the emergence of Diversity, Equity and Inclusion programs that are suddenly important.



Guidance: be the change you want to see. Thanks Gandhi!

Demonstrate the traits of a servant leader and demonstrate the behavior is conducive to inclusion.

BEHAVIORS WE ENCOUNTER

We always did it this way and we do it because it's our standard.

Believe it or not, there are those people who if they were in charge of innovation, we would still be scooping up horse poo from cobblestone streets as we go around in horse and buggy vehicles.

Guidance: Ask people about how open they are to new ideas and do a little story telling of the radical ideas of the past that materialized into the inventions we use today.



BEHAVIORS WE ENCOUNTER

That's not the way we do it here or not invented here mentality.

Just keep doing the same thing, reacting and not proposing and enduring rather than seeking to change. Thinking differently is about coming up with new ideas that dares to challenge the conventional wisdom.



Guidance: If you are surrounded by people who are molded by the order maker and order taker mindset, then you need to find new people or circumstances that allow you to gather new people.

BEHAVIORS WE ENCOUNTER

I am in this meeting listening to your approach and all of its benefits but I am not engaged.

It can feel very demoralizing, pointless and even insulting when you take the time to present something to your partners and stakeholders, where you did everything right and no-one is even paying attention.

Guidance: If you want to propose something, try something to engage the amygdala first. Is there some risk or danger that your proposal can avoid or eliminate? You got a response. You got them engaged.



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WHERE

YOU CAN LEARN MORE

WHERE CAN YOU GO NEXT?

Look beyond the tools we have become accustomed to learning and using.

Know your audience.

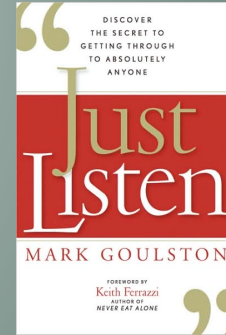
Learn what keeps them up at night.

Understand that pure benefits and reasoning are only a part of engagement.

RESOURCES

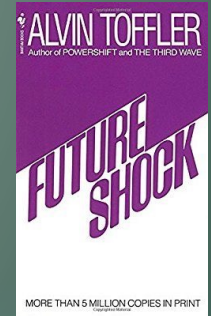
Mark Goulston – “Just Listen”

(Human communication and interaction)



Alvin Toffler - “Future Shock”

(Understanding and coping with change)



Vanessa Van Edwards – “You are contagious” TED Talk ;

“CUES and Captivate” BOOKS



Yours truly – Psychitecture www.archispective.com

Email: russell@archispective.com