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*Elevator Pitch for the Architect in the Organization*

**CEO**

*Good morning Jamie,  
You are an enterprise architect with us, right?*

*A major change program will start soon.  
How could you help with that?*

*I don't know that well yet  
what exactly an enterprise architect does.*

**Jamie**

*Yes that's right.  
As an enterprise architect, with a simple visualization  
I can indicate how we now have solutions that produce  
the capabilities of the organization.*

*Among them are modern, but also outdated malfunctioning solutions  
that can delay or even block change.*

*I can make a list of the blocking and outdated solutions  
and how we can replace them with modern solutions  
in order to fulfill our promise to the customer even more.*

**CEO**

*Nice! Very Nice.  
Could you meet me later today?  
I would like to ask you to make a report  
of those blocking and outdated solutions  
and what to replace them with.*

*Then the change program will probably run better.*

*Meet you later.*