

# LEVERAGING VISUAL DESIGN FOR BUSINESS ARCHITECTURE CONCEPTS

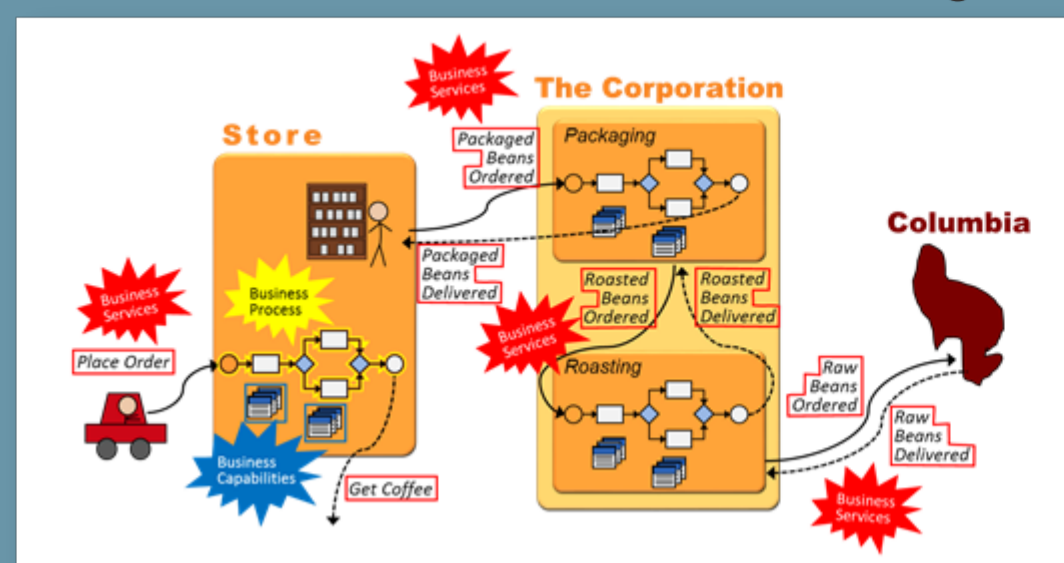
# 01

## METAPHORICAL ILLUSTRATION

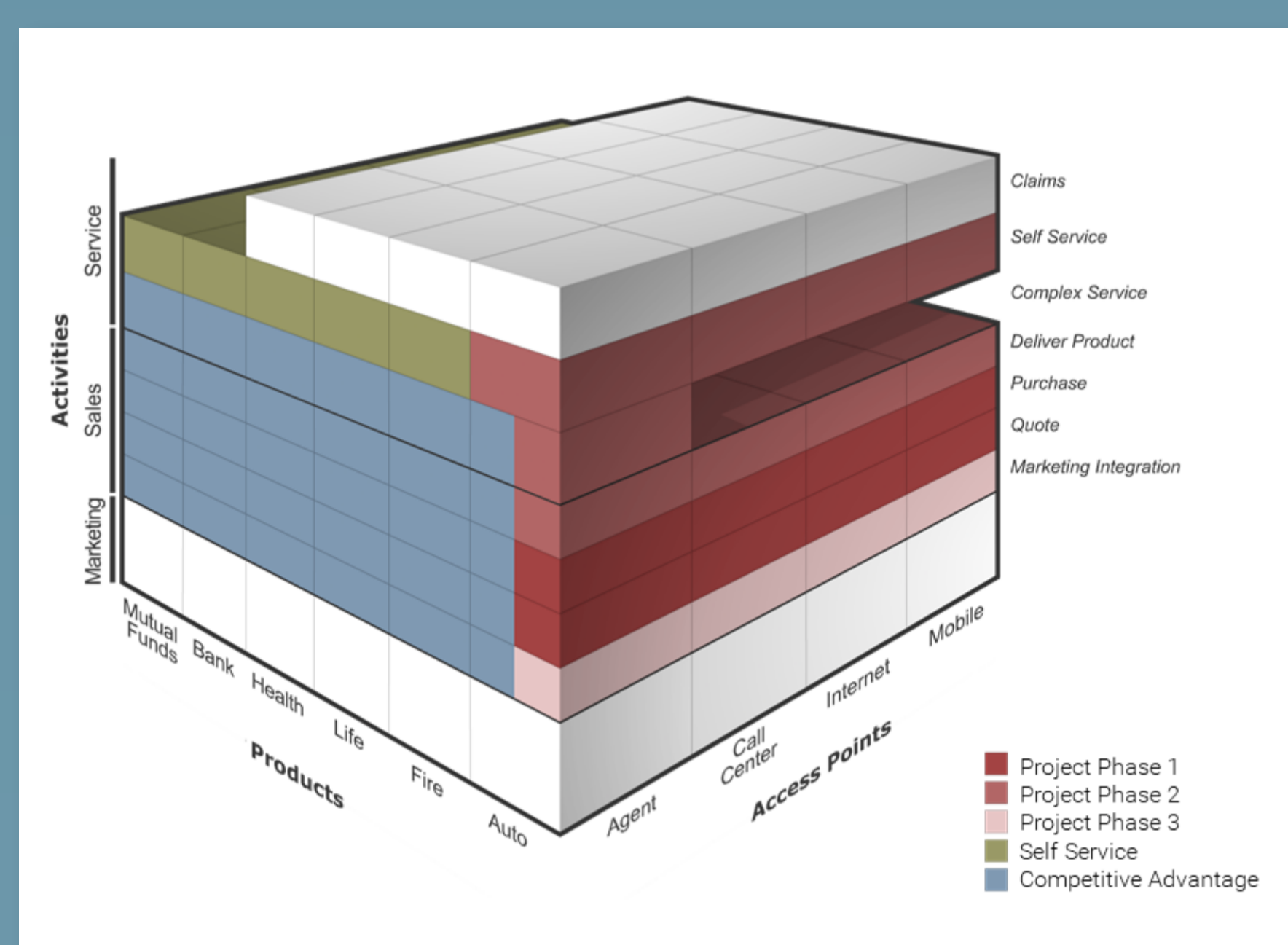
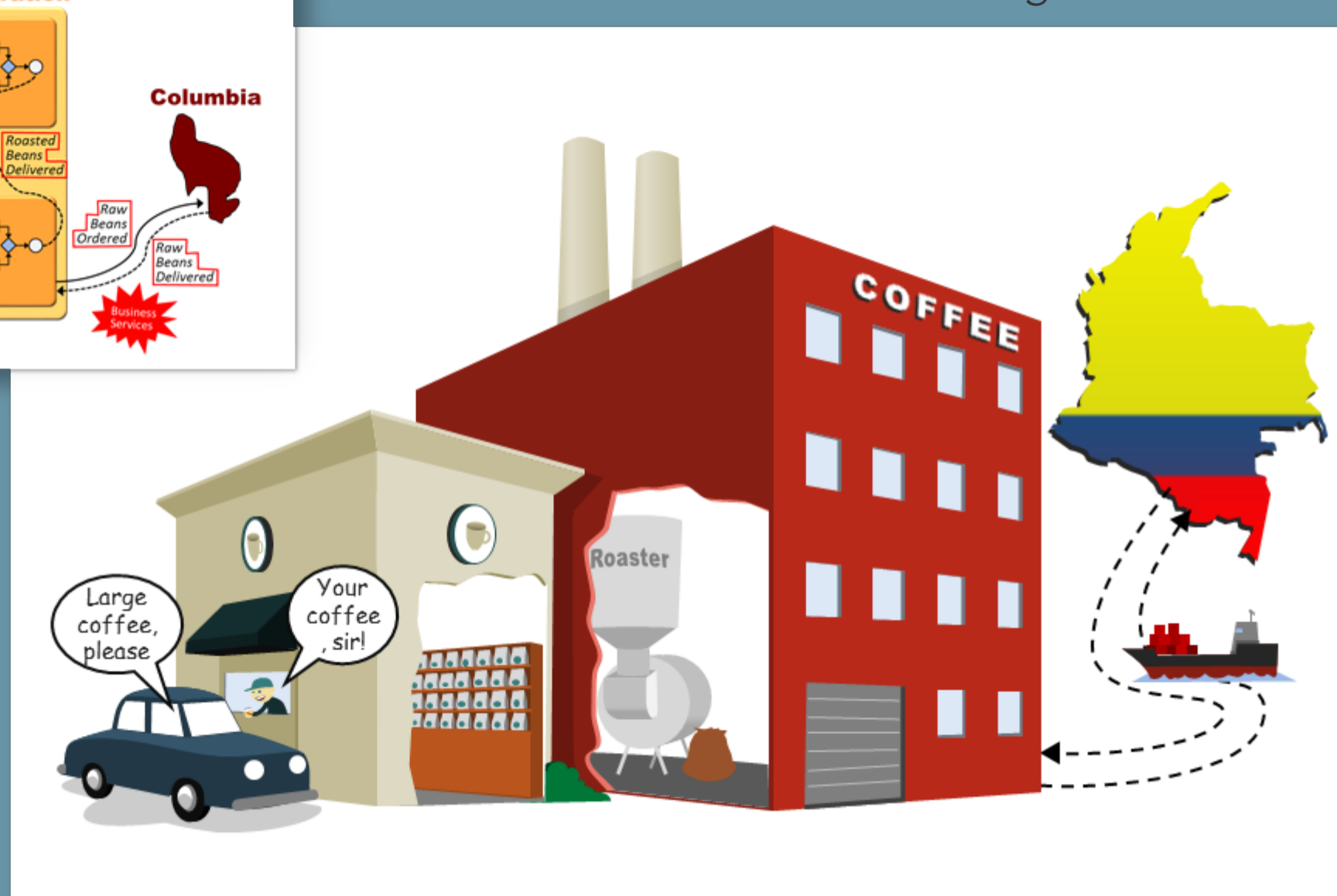
The client used a metaphor involving a coffee shop, its parent company, and supplier to demonstrate that business services, processes, and capabilities can occur at each level.

The design task called for recreating the diagram for a high-profile event. By redesigning the diagram to emphasize bold, reusable drawings assembled in PowerPoint, the client could repurpose and reuse the illustration elements in future presentations.

Original



Redesigned Illustration



# 02

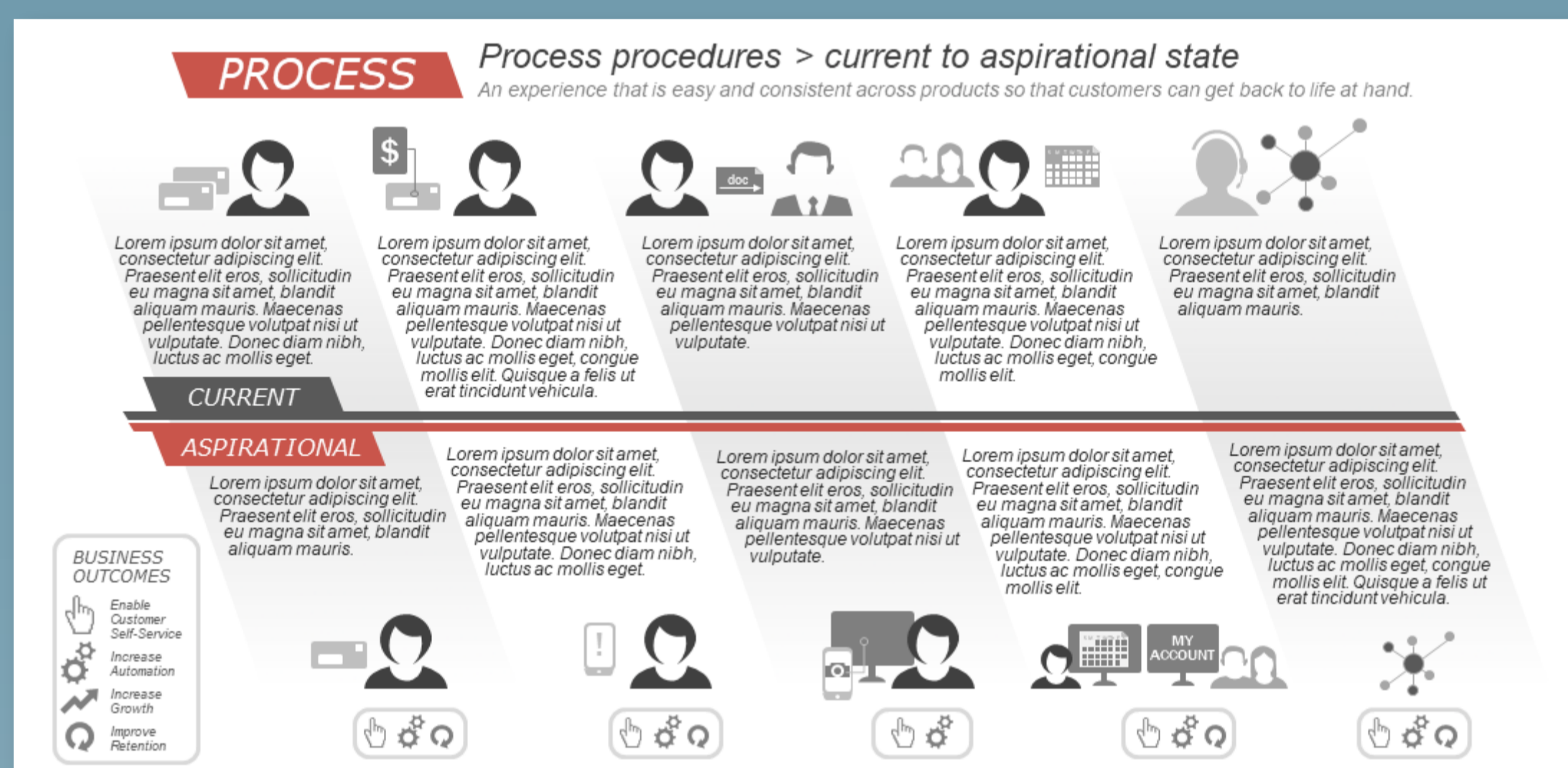
## ORGANIZATIONAL STRUCTURE

When organizations plan to launch new products or divisions, visualizing the resulting impact to the organization can be a valuable activity. This diagram features three axes and five separate impacts within a 3D representation.

# 03

## CURRENT AND ASPIRATIONAL STATES

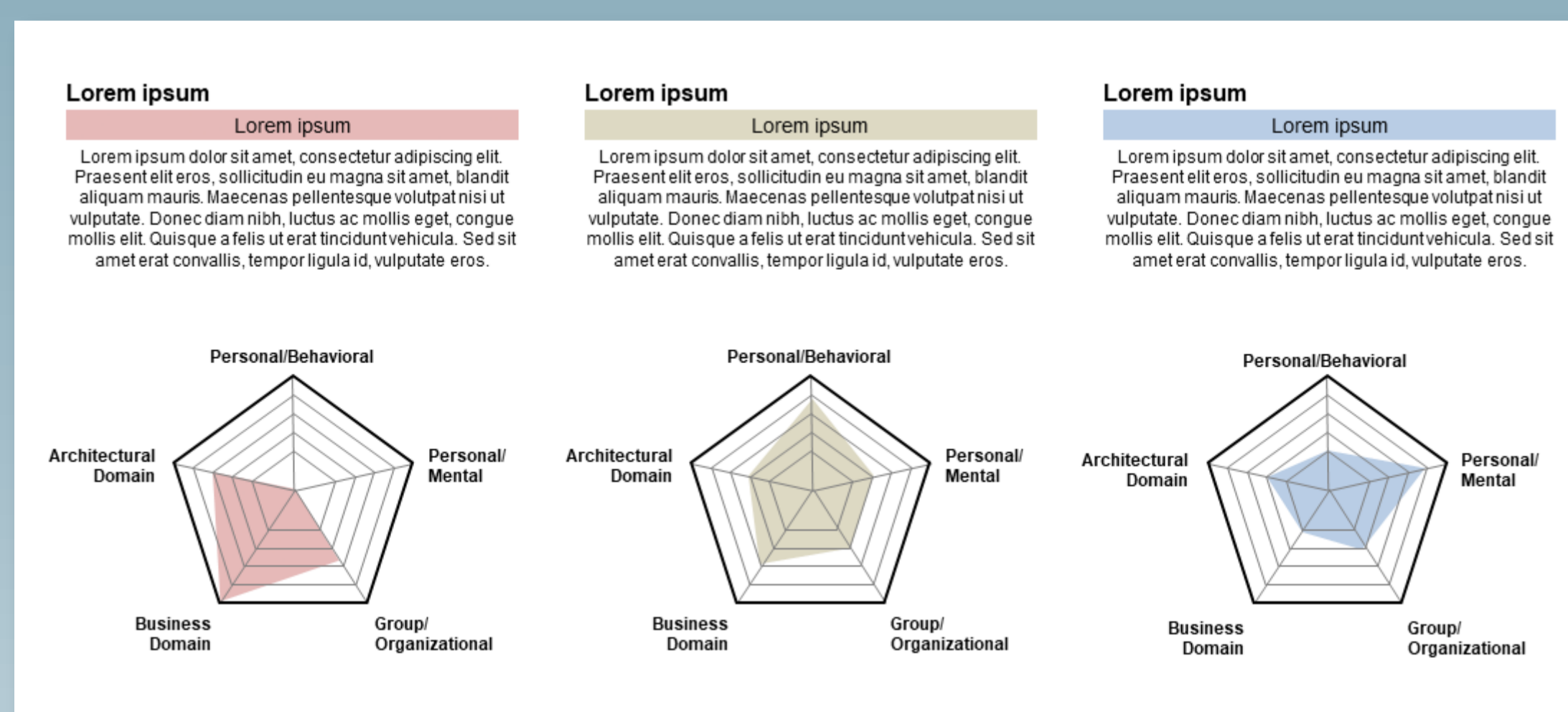
This detailed flow chart illustrates a sizable change-management initiative. The diagram – the outcome of a collaboration between subject matter expert and presentation designer – highlights significant differentiators between a current and aspirational states.



# 04

## MULTIVARIATE DIAGRAMS

An essential role of the presentation designer occurs when working with leadership to examine complex data for the decision making. This diagram features an assessment summary that utilizes radar charts to identify multiple variables.



transformation