

recreAtion

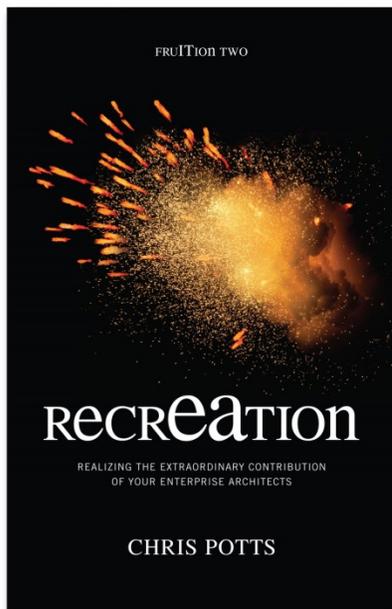
Realizing the Extraordinary Contribution of Your Enterprise Architects

Join Simon on a quest to uncover the value of Enterprise Architecture
(and it's not what you think it is!)

Simon is a seasoned Enterprise Architect who joins a corporation in New York as their first-ever Vice President of Enterprise Architecture. On his very first day, he meets the global Chief Executive Officer (CEO) who asks Simon 'What do you do?' Simon's reply triggers the CEO to respond in a way that our hero least expects. What follows is a journey across continents and oceans in which Simon uncovers the true meaning of Enterprise Architecture, who is doing it, and how successful they are.

On his travels, Simon teams up with senior executives around the world to integrate Enterprise Architecture into their strategies and business plans, and to innovate in the architecture of their enterprise. Everyone he meets has some wisdom to offer, and is looking for his in return. Finally, Simon has to make a choice between the kind of Enterprise Architect he used to be and the one he has become.

Join the characters in this sequel to the highly-acclaimed business novel fruITion, as they contribute to Simon's journey and he makes his final choice. Share in his thoughts and experiences, and join the author in observing key messages along the journey.



Potts weaves another story of drama and intrigue which is a must read for any CEO or Enterprise Architect looking to design a business to achieve sustainable performance. As Enterprise Architects continue to discover their relevance and value-add, Potts lives up to his reputation by interrupting with a dose of common sense and challenging insights which will make business leaders pause and reflect.

Chris Parker
Senior Vice President and CIO, LeasePlan Corporation

RecrEAtion, Potts' much-anticipated follow-up to fruITion, is second to none. Through a brilliant story as told by Simon the enterprise architect, Potts conveys the important message that an enterprise needs an enterprising and architecting culture to be successful as a coherent business. Architects in all sectors should read this book.

Dr. John Gotze
Chief Editor, Journal of Enterprise Architecture,
Partner, EA Fellows, and Founder, International Enterprise Architecture Institute

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Chris Potts is a corporate strategist and executive mentor, who works with people around the world growing the value they deliver through investing in change and IT.