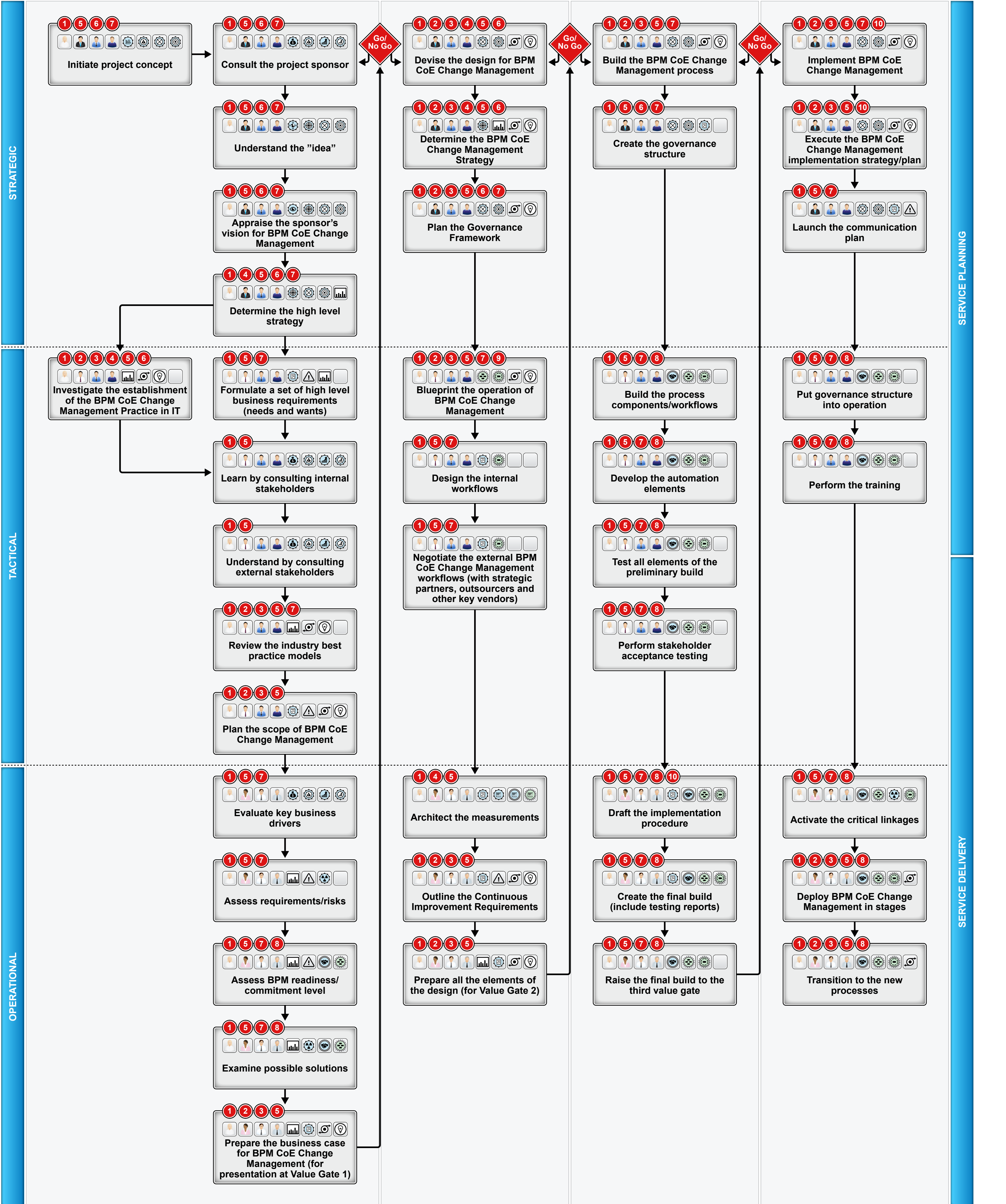


**ANALYZE** Project preparation and blueprint | **DESIGN** Realization | **BUILD** Final preparation | **DEPLOY/IMPLEMENT** Go live



**Legend for Roles, Notations and Enterprise Standards**

|   |                         |                  |                     |   |
|---|-------------------------|------------------|---------------------|---|
| Process eXpert (PX)   | Value Proposition       | Strategy         | Service Measurement | Change Management Reference Content [#LEAD-ES60002AL]           |
| Process Engineer (PE)   | Value Indicator         | Vision           | Business Process    | Transformation Benchmarking Reference Content [#LEAD-ES60011AL] |
| Process Architect (PA)  | Value Expectation       | Mission          | Process Measurement | Innovation Reference Content [#LEAD-ES60012AL]                  |
| Business Architect (BA)   | Value Driver            | Goal             | Process Flow        | Enterprise Information & Technology Standards [#LEAD-ES50EIT]   |
| Value eXpert (VX)   | Performance Indicator   | Objective        | Decision Making     | Business Process Reference Content [#LEAD-ES20005BP]            |
| Service eXpert (SX)   | Performance Expectation | Report           | Innovation          | Project Management Reference Content [#LEAD-ES10021AL]          |
| Enterprise Architect (EA)   | Performance Driver      | Risk             | Transformation      | Information Management Reference Content [#LEAD-ES50015BCIDSA]  |
| Change Engineer (CE)  | Business Measure        | Business Service | Requirement         | Service-Oriented Computing Reference Content [#LEAD-ES50018ES]  |
| LEADing Practice Business Process Reference Content [#LEAD-ES20005BP] |                         |                  |                     | Blueprinting Reference Content [#LEAD-ES50022AL]                |
|   |                         |                  |                     | Implementation Reference Content [#LEAD-ES50023AL]              |