

Make your Roadmap Actionable

Bridging the Gap between Business and IT for Digital Success

Unlock the full potential of your organization by bridging the gap between business and IT with MYRA, the solution that turns your strategic roadmaps into actionable success

Integrated Strategy

Unite business and IT under a shared roadmap and language, ensuring every effort contributes to your digital goals.

More Adaptability

Make your organization more adaptive, by making strategic and roadmap changes actionable, transparent and understandable across the enterprise.

Targeted Resource Usage

Leverage your organization's strengths by effectively mapping business needs to available capabilities enabling your best people to work on your most pressing needs.

Improved Preparedness

Easily align your competence and development planning according to business needs.

Measurable Business Impact

Make it possible to track progress of business initiatives, not through technical metrics but tangible business outcomes.

The Problem

Many organizations face significant challenges with poor alignment between their business strategies and IT capabilities, leading to inefficiencies, missed opportunities and an inability to adapt strategy as new information becomes available.

Business needs are often cloaked in technical terms - often referring to specific systems - to be understood or accepted by IT.

This results in redundancy, stagnated growth, failure to adapt to new technologies, disruptions in workflow, reduced productivity, and a lack of coherence in achieving organizational goals.



Key Steps

MYRA contains the following key steps

- **Understand how value is generated:** It is important to understand the existing value generation and decision mechanisms within the organization.
- **Decide on and implement an appropriate common language:** To bridge the gap, create transparency, and enable adaptability, a common language is required. There are standard industry languages or an in-house existing language can be used or developed.
- **Start describing business artifacts using standard language:** Once the language has been defined, it can be used for defining roadmaps and the capabilities of the business. Existing tools, templates, processes and maintenance procedures may need adjustment. Over time, the description of business capabilities can become an organizational blueprint - defining what the company does and how it does it.
- **Continuous Improvement:** Establish mechanisms for ongoing evaluation and refinement of the implementation and the model to ensure sustained effectiveness and adaptability.
- **Deploy incrementally:** when implementing, start by selecting a small part of the organization fine-tune; ensure a sufficient AS-IS analysis to understand change-impact; take a lean approach, reusing meetings, tools and processes where appropriate and finally, consider change management aspects.

The Solution

MYRA (Make Your Roadmap Actionable) is an innovative approach that transforms strategic roadmaps into clear, actionable steps, bridging the gap between business goals and IT capabilities. It addresses common challenges faced by companies struggling to align teams around a unified vision.

By breaking down complex strategies into manageable actions, MYRA ensures that business and IT work in harmony, accelerating progress and delivering tangible results. This structured approach not only clarifies priorities but also enables optimized resource usage, ensuring that every initiative is aligned with strategic objectives.

With MYRA, companies can overcome stagnation, drive digital growth, and achieve sustainable success in today's fast-paced, technology-driven environment.



Learn more!

MYRA is part of the Adaptive Implementation Zones (AIZ) Model, which helps organizations become more adaptable and resilient in a volatile and uncertain world

- You can find out much more about MYRA at www.rimagin.de/MYRA
- For an overview of Adaptive Implementation Zones model please check out our webpage page www.rimagin.de/aiz
- If you would like to know the theory and details behind MYRA and the AIZ Model, grab a strong coffee and check our our whitepaper: [the future adaptive organization](#)

Contact Rimagin!

To find out more about MYRA and the Adaptive Implementation Zones Model contact us at www.rimagin.de/contact