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The North Star
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**September 16th 2021: Architecting for Good:
Making a Social Impact**

Architecture disciplines in general, and business architecture in particular, tend to be viewed as only applying to large, private and public sector institutions as opposed to non-profits, non-governmental organizations (NGOs), social entrepreneurs, and other organizations seeking to make a social impact. While approaches vary based on the organization involved and its corresponding mission, architecture delivers value to organizations seeking to directly or indirectly contribute to the social good. Non-profits, NGOs, and other organizations seeking to improve people's lives and the environment

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Featured Guest



Whynde Kuehn

Whynde Kuehn is Founder and Managing Director of S2E Transformation, helping organizations bridge the gap between strategy and execution. She has extensive experience in enterprise transformation and planning and is a passionate advocate for using business architecture to enable effective strategy execution and business transformation. Whynde is a long-time business architecture practitioner, educator, author, recognized global thought leader, and community builder, with extensive experience applying the discipline at Fortune 500 enterprises and a range of entrepreneurs, nonprofits, and social initiatives. She is the Founder of Biz Arch Mastery, offering coaching and resources to simplify bu

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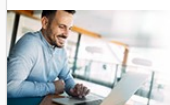
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