

Course: Information Technology for the Business Leader

Seminar/Course Description:

Leveraging Information Technology (IT) is one of the top three issues on most business leaders' agenda. The key to leveraging IT is in not only understanding its capability but also where it adds value to a business. One must also understand how to monitor the value creation and appropriately adjust priorities. Most importantly, business and technology leaders must understand the challenges each other faces so they can work together to address them.

Consequently, the challenge in creating an efficient and effective IT Capability is for Business Leaders to understand IT and for Technology Leaders to understand business!

This course bridges this "disconnect" between business and technology, by presenting a common context and language:

- Business professionals can learn, in their own language and context:
 - What are the elements of IT capability?
 - How and where does IT capability enable business value?
 - How to collaborate with IT professionals?
- Technology professionals can learn, in their own language and context:
 - Why the work they do is critical to a business's success?
 - How to set priorities when undertaking IT initiatives?
 - How to collaborate with business professionals?

As a business professional, if the talk about “routers”, networks, databases and bits and bytes” intimidate you, this course will not only help you understand what they are but more importantly help to leverage them to create shareholder value!

As a technology professional, if the talk about “business models”, “positioning” or “differentiation“ makes you run in the other direction, this course will not only help you understand how to “run IT like a business” and “how does what I do create shareholder value” but also IT’s preeminent position in “value creation”!

Although this course addresses technology issues, it is not a "technical" seminar. This course is your first step on the journey to IT and business nirvana!

The objective of this seminar is to arm Business Executives with the knowledge to create substantial shareholder value by “quickly making IT do more for less”. It takes you on a journey through the no man’s land separating Business and IT. It provides you with a clear map of the landscape, highlights key features, teaches you the “lingo” and provides gauges to measure and monitor results. We make this journey easy on you by starting from where you are and using business terms familiar to you.



Leverage, manage and partner better with your IT departments.

Fee:

\$495/person (group pricing is also available)

Who Should Attend?

This seminar has been designed specifically for Executives (CXOs, VPs, Directors) who invest, partner or directly manage Information Technology.

However, if you are a business professional of any discipline who always wanted to get the “big picture” on “how to leverage IT” but were afraid to ask, this seminar is for you.

Executives and professionals from both sides of the aisle benefit as it sets the context for a discussion on issues surrounding business imperatives and their implications on IT. This will result in better collaboration on issues related to IT.

Although it is addressing technology issues, it is not a "technical" seminar.

Dates & Locations:

10 hour online course or a 2 1/2 Day Seminar

Overview

Leveraging Information Technology is one of the top three issues on every business leaders’ agenda. With this emphasis and investment to match, has IT come through for you?

We thought it best to let you be the judge of that:

- How much shareholder value did IT create for you last year?
- What was the category/function/department that took the largest percentage of your organizations budget? What was the second largest?
- What is the probability that IT will cost and deliver as planned?
- What are the projections on business value, cost and risk for next year? And the year after?

If we were to conduct a survey, three fourths of the respondents will say they do not know. In their minds, and perhaps in yours, it is a matter of quantification. We beg to differ. It is a matter of fact: **Is your biggest investment delivering shareholder value?**

One of the most fundamental issues that impede the creation of an efficient and effective IT Capability is a "disconnect" between business and technology, which is more than a communications issue.



There is plenty of blame to go around on both sides. However, the only constructive way to address it is for executives from both sides to help build a bridge over this chasm. This bridge can unleash the tremendous power of IT.

This course is your first step on that journey.

Learning Objectives

As a business executive your primary focus is on creating shareholder value. Information technology is a means to that end. The objective of this seminar is to provide an overview of information technology capability, discuss how it enables business results, introduce a business focused approach to create an IT Capability that enables superior shareholder value and learn how to collaborate with IT professionals.

- Why is an IT Capability essential for business results?
- How does business strategy drive IT Capability? How to fuse business and IT Capability?
- What is IT Capability? What are its components? How do they relate to their business counterparts?
- How do we prioritize IT investments? Where is the biggest bang for the buck?
- How does one create an IT Capability that maximizes business results?
- What is the “lingo” that IT professionals use?
- How do we monitor and track IT investment results?

Course Syllabus	
Module 1	<p>Introduction: What is the need for a differentiated IT capability?</p> <ul style="list-style-type: none"> • Environmental Factors • Industry/Competitive drivers • Organizational issues • Technology enablers
Module 2	<p>Overview of Business Capability: How does business drive IT Capability?</p> <ul style="list-style-type: none"> • Business models • Business Strategy • Business Processes • Organization • Metrics
Module 3	<p>Business Drivers: Where does IT add value?</p> <ul style="list-style-type: none"> • Product Development • Marketing • After Sales Service • Manufacturing • Procurement • Supply Chain • Financials • Administration (incl. Human Resources) • Vendor Management
Module 4	<p>Information Technology Capability Part I: Translating Business requirements into technology solutions</p> <ul style="list-style-type: none"> • IT Strategy • Enterprise Architecture Planning • E-Strategy • Systems Strategy • IT Processes • IT Governance • IT Metrics • IT Assets

Module 5	<p>Information Technology Capability Part II: What are the key elements of IT Infrastructure and how do they business solutions</p> <ul style="list-style-type: none"> • Architecture • Hardware • Application Software • Databases • Application Servers • Middleware • Networks • Tools
Module 6	<p>E-Business: How has the Internet added to business capabilities?</p> <ul style="list-style-type: none"> • Internet/Intranet/Extranet • Impact on Business capability • Internet and the new way of doing business • e-CRM: Internet and CRM • e-SCM: Internet and the Supply Chain • e-Procurement: Internet and procurement • How has the internet affected internal operations
Module 7	<p>Measuring IT Return on Investment (ROI):</p> <ul style="list-style-type: none"> • Why is measurement important? • What are the common frameworks used? • A practical approach to measuring ROI
Module 8	<p>Key Technology issues: Technology Trends and implications</p> <ul style="list-style-type: none"> • Outsourcing • Security • Legal, Ethical and Regulatory Issues

Module 9	Case Studies: Practical Applications of creating IT value <ul style="list-style-type: none">• Customer Relationship Management (CRM)• Sales Force Automation (SFA)• Enterprise Resource Planning (ERP)• Demand Forecasting/Production Planning/Scheduling• Supply Chain Management (SCM)• Procurement• Financials• Human Resource Management (HRIS)• Data Warehousing and Decision Support• Knowledge Management
Module 10	Summary and Next Steps

Contact Information

For further information, please contact: info@StartSmartS.com

Frequently Asked Questions: www.StartSmartS.com/aimit/faq.asp

Sign Up for our Newsletter: www.StartSmartS.com/MailingList/Mailing_List

Discussion Forums: www.StartSmartS.com/forums

Discount Information: www.StartSmartS.com/aimit/faqdiscount.asp