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Rob Brown, IT Infrastructure  
Development & Strategy  
Manager, Insight Investment

### Presenter



Chris Potts has been  
called "the world's  
leading thinker on  
IT investments".  
He is a specialist  
in value-driven

strategies for exploiting IT and  
helps companies to refocus  
their strategic IT management  
on investing in change and  
maximising value. He has 22  
years hands-on experience  
in corporate, business and IT  
strategies, investment planning,  
enterprise architecture and  
delivery. Chris is hailed as an  
expert in his field by CIO.com,  
is a member of the Strategic  
Planning Society and of  
Computer Weekly's Strategy  
Clinic panel.

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# The Corporate Strategy for IT

Chris Potts

## Overview

Developments in IT have changed the paradigm for corporate IT people and the strategies they lead. Consumers and business managers are increasingly confident at exploiting technology in ways that they value. It has become a universally accepted principle that there are no IT projects, only business projects. Yet many company executives still question the links between value creation and IT spending, and focus on keeping IT costs artificially constrained.

The Corporate Strategy for IT harnesses all the energy of business-led strategies for investing in change and exploiting IT, while providing executives with transparency of the causes-and-effects between business decisions and IT costs. This seminar lays down the framework for success, and explores its impact on the organisation's people, investment plans, operating costs, enterprise architecture, and sourcing decisions.

- Learn from the experiences of other companies
- Rapidly formulate the Corporate Strategy for IT in collaboration with business leaders
- Integrate IT with corporate and business strategies, and keep it that way
- Transform IT costs and budgets into a portfolio of investments in business change
- Maximise the contribution and influence of IT expertise at all stages of the investment process

## Learning Objectives

The seminar will provide you with a comprehensive framework for formulating and executing your organisation's Corporate Strategy for IT, and worked examples. Many delegates will find that it permanently changes their perspective of what 'real' strategies for IT are all about, including:

- The promise, principles and tactics of the ultimate Corporate Strategy for IT
- Exploring and changing the corporate investment culture, as it applies to IT
- Investing in business change and IT
- Using Enterprise Architecture to drive business innovation
- The 'expert IT customer' management model

## Seminar & Workshop Outline

### IT market watch: is this the end of 'IT Strategy'?

- Why traditional IT strategies are increasingly un-executable
- What leading organisations are doing instead

### Case study

- Introduction and background
- The promise of the Corporate Strategy for IT

### The IT value chain

- Why the business-IT gap is a myth
- The Strategic Integration Framework for IT

### The Corporate Strategy for IT

- Rapidly formulating a strategy that is meaningful and memorable
- Maximising the strategy's contribution and influence

### Integrating IT with corporate and business strategies

- Why strategic integration = paradox management
- Exploring some fundamentals of corporate strategy

### Investing in business change and IT

- Diagnosing your organisation's investment culture
- Transforming IT budgets into a business investment portfolio

### Using Enterprise Architecture (EA) to drive business innovation

- Positioning EA as a generator of business ideas
- Delivering the benefits of 'big picture pragmatism'

### "Expert IT Customer" management model

- The IT customer's performance dashboard
- Organisation design, accountabilities and governance

### Sourcing strategy

- The IT-related competencies you cannot outsource
- Balancing value, cost and risk

### IT market watch revisited

- Reading the market strategically
- Turning research into value-adding tactics

## Audience

This is a seminar for everyone involved in IT-related business decisions. There is no technical IT content, and any perceived gap between 'business' and 'IT' is rapidly eliminated through a common language, collaboration and shared objectives. Past delegates have included

- CIO
- IT Strategist
- IT Manager
- Business Architect
- IT Consultant
- Business Consultant
- Business Information Manager
- Business Analyst
- Corporate Strategist
- IT Manager who uses IT, or who has IT costs

## Special Features

- Workshop format
- Entirely founded on Chris's practical work with leading companies around the world
- Case study based on real life example
- No technical IT knowledge required
- Chris's seminars regularly receive 10/10 for content and style

Visit [www.irmuk.co.uk](http://www.irmuk.co.uk) for full course outline

## Registration Information

### Registration Fees:

**Full payment or a purchase order is due prior to the event.** Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (17.5%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

**GROUP DISCOUNTS:** For every 4 people from one company who register for the same event, at the same time, a 5th delegate may attend FREE! Please Note: We cannot offer any other published discounts / offers to those taking advantage of this group discount.

**The registration fee includes** the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

**UK Delegates:** Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

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**Cancellation Liability:** In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

**Cancellation Policy:** Cancellations must be received in writing at least two weeks before the commencement of the event and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the event date will be liable for the full fee. Substitutions can be made at any time.

### Hotel Accommodation and Seminar Venue Details

**IRM UK** in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

**Email:** [enquiries@jpeventsltd.com](mailto:enquiries@jpeventsltd.com) [www.jpeventsltd.com](http://www.jpeventsltd.com)

**Tel:** +44 (0)20 7428 9911 **Fax:** +44 (0)20 7428 9966

Alternatively, you may book directly at the relevant hotels

### Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event

12.30 – 13.30 Lunch 13.30 – 17.00 Event

### Mailing Information

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

Please tick here if you are unable to attend a seminar but would like your name added to our mailing list.

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Job Title ..... e-mail .....

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