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The Corporate Strategy for IT  
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Clearnet

### Presenter



Chris Potts has been  
called "the world's  
leading thinker on IT  
investments" and is  
the author of 'FruITion: Creating  
the Ultimate Corporate Strategy  
for Information Technology'. He  
has over 20 years' experience  
in corporate, business and IT  
strategies, investing in change,  
Enterprise Architecture and  
hands-on delivery. Chris is an  
award-winning speaker, hailed  
as an expert in his field by CIO.  
com, a member of the Strategic  
Planning Society, and judges 'CIO  
of the year' awards in both the  
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# Corporate Strategy for IT

How to be experts at creating value from technology

Chris Potts

## Overview

From time-to-time, developments in the IT market and the wider economy radically change the game for Corporate Strategies for IT and the people that lead them. Whenever that happens, a new generation of strategy emerges.

This is one of those times.

As consumers, we are becoming masters at rapidly changing our behaviour to exploit technologies in ways that we value. Yet many organisations are still focused on how IT is delivered, and how much it costs. How can organisations now become as agile as consumers at creating value from IT in the context of their strategies and business plans?

This seminar is about achieving this in the most inspiring, effective and painless ways possible. It starts with how transformational changes in the IT market have created four generations of Corporate Strategy for IT, where we are today, and the ultimate end-game. Then, based on the real-life experiences of enterprises around the world, it lays out proven, practical innovations for guiding people through the next big step on the journey.

Entirely based on first-hand experiences of what works, and what doesn't, the seminar will help you to:

- Explore the four generations of Corporate Strategy for IT. Where is your organisation today?
- Formulate your next-generation strategy in five days or less
- Transform the way your organisation behaves towards IT, from 'costs' to 'value'
- Use IT's enterprise-wide perspective to drive business innovations and investments that grow company performance
- Maximise the contribution of your IT specialists to both strategic and operational business value.

## Learning Objectives

You will take away a comprehensive framework for formulating and executing your organisation's Corporate Strategy for IT, and worked examples. Many people find that the experience permanently changes their perspective of what strategies for IT is all about, including:

- The promise, key principles and core tactics of a Corporate Strategy for IT
- Exploring and changing the corporate culture towards IT
- Investing in a portfolio of business changes involving IT
- Using Enterprise Architecture to drive business innovation and performance
- Moving to an 'expert IT customer' management model
- The ultimate destiny of the CIO and the IT Department

## Seminar & Workshop Outline

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

- Transformations in the IT market
- The FruITion Strategy® - the four generations of Corporate Strategy for IT

### Case Study

- Introduction and background
- The CIO's strategic promise

### 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 value portfolio

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

- How to drive business innovation
- Architecting Enterprise

### "Expert IT Customer" management model

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

### Sourcing strategy

- The IT-related competencies you cannot outsource
- Optimising the value, cost and risk of your supplier portfolio

### IT market watch revisited

- Turning research into value-adding tactics
- The ultimate destiny of the CIO

## 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' people is rapidly eliminated through a common language, skilled facilitation and a shared sense of purpose. Past delegates have included:

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

## Special Features

- 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
- Workshop format
- Chris's seminars regularly receive 10/10 for content and style

