

Successfully Aligning Business and IT

25-26 November 2010, London

Fee £1095 + VAT
Group Booking & Series
Discounts Available

Jeroen Derynck

Overview

Business/IT alignment is about the relationship between Business and IT, the role IT plays in the business strategy and the added value IT can offer in achieving the company's mission. A lot of IT organisations today are trying to achieve better alignment. This seminar introduces the major alignment concerns that companies face today and aims at offering a pragmatic approach towards alignment, which is underpinned with rock solid models and real-life lessons learned from various companies and sectors who have achieved better Business/IT alignment.

Learning Objectives

This seminar will provide you with a sound framework and practical advice on how to align IT and business within your company.

- Alignment models and mechanisms for improving the relationship between business and IT
- Organizational concepts and impact towards alignment: what works and what does not?
- Positioning of IT, building trust and putting IT on the map
- Building a lasting relationship towards management and towards the board
- How to implement alignment, how to manage the change towards an aligned IT, and how to maintain alignment
- Best-Practice in alignment and how to avoid over-engineering of alignment structures

Seminar & Workshop Outline

The Alignment Problem

- History of alignment
- What went wrong and when?
- How to recognize misalignment
- Alignment self-assessment

Case Study

- Introduction and background
- The many things that went wrong and why

A business view on IT and an IT view on the business

- The IT Reality
- The business reality
- Mind the gap

Alignment, Governance, Architecture – which viewpoint is right or helpful?

- IT Governance frameworks
 - Ross, Weill & Robertson
 - Henderson & Venkatraman
 - The IT Fusion framework of Peter Hinssen
- Architecture
 - The role of enterprise architecture in alignment
 - What architecture models work best

Alignment or best-practice frameworks

- ITIL and Service Portfolio Management
- PRINCE2 or PMBOK
 - The Project Manager as relationship builder, marketer and change manager
 - Portfolio and Value management

- Why portfolio's are not understood by the business
- Why IT has difficult times explaining value

Alignment and culture

- The role of corporate culture
- The IT crowd
- International cultural dimensions and the impact on IT

Technology Marketing

- Building a strong IT community
- The business value proposition

Enterprise 2.0

- Putting IT in the innovation equation
- Web 2.0 behind the firewall
- The long tail of Enterprise IT

Positioning of the IT department

- Positioning of IT as a "services company" in a broader networked landscape
- Winning the hearts and souls of our internal customers
- From good to great: from service provider to innovator

The alignment process

- Alignment as a plan: architecting your alignment framework
- Alignment as a journey: defining your alignment interventions
- Alignment as a capability: developing skills and knowledge
- Alignment as a habit: maintaining alignment and alignment evolution

Audience

Both IT and Business people who want to know more about Business/IT alignment, IT governance and improving the relationship between IT and business....

- CIO
- Business Analyst
- Project Manager
- IT Strategy
- Business Information Manager
- Service Manager
- IT Management
- IT Architects
- IT Consultant
- Programme Manager

Special Features

- All delegates will receive a copy of the book 'business/IT fusion: beyond Alignment' co-authored by Jeroen Derynck
- The seminar is based on Jeroen's experience in transforming leading IT companies
- Case Study is based on a real life example
- No technical IT knowledge required
- Workshop format, both based on the case study and on the participant's experience

IT Strategy Series

The Corporate Strategy for IT
23-24 November 2010, London
Successfully Aligning Business
and IT
25-26 November 2010, London

Series Discounts

Attend more than one seminar in this series and you will be entitled to the following discounts:

2nd course 10%

Group Booking Discounts

20% discount for 5 or more registrations made at the same time. We regret that this offer cannot be used in conjunction with the Series Discount or any other discount.

"Very good. Showed me some new management tools."

Phil Adams, Bodycote

Presenter



Jeroen Derynck is a seasoned program manager with a proven track

record in business/IT and IT transformation projects. As an Enterprise 2.0 strategist he has guided companies to thrive in the "networked society". Jeroen consults, writes and lectures about the information workplace, web/enterprise 2.0 and IT-enabled innovation with a specific focus on the relationships between IT, strategy, communications and Human Resources. When implementing programs, he centers on implementing communication tools that enhance information exchange and stimulate creative interactions between business and IT in a climate of empowerment and community building. He was co-author of the book "business/IT fusion: beyond Alignment..."

In-House Training

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