

# Successfully Aligning Business and IT

Jeroen Derynck

14-15 April 2011, London

Fee £1095 + VAT  
Group Booking & Series  
Discounts Available

## 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
- Organisational 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
- IT Strategy
- IT Management
- IT Consultant
- Business Analyst
- Business Information Manager
- IT Architects
- Programme Manager
- Project Manager
- Service 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  
5-6 April 2011, London  
22-23 November 2011, London

Successfully Aligning Business  
and IT  
14-15 April 2011, 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

For an in-house presentation of this or any other IRM UK seminar, please contact us on:  
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## Registration Information

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\*As from 1st January 2011 VAT rate increase to 20%

**GROUP 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.

**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.

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### Hotel Accommodation and Seminar Venue Details

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**Email:** info@jpetem.com **www.jpetem.com**

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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

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## Registration Form

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