

22-23 November 2011,
27-28 March 2012,
London

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IT Strategy Series

The Corporate Strategy for IT
22-23 November 2011, London
27-28 March 2012, London

Successfully Aligning Business & IT
24-25 November 2011, London
29-30 March 2012, 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.

'Intense. Thought provoking!'

Iain Roy, General Manager Service Management, Nuffield Hospitals

'Highly professional and interactive, driving very good discussions.'

Stephane Chatal, IS Global Programs Director, Reckitt Benckiser

'Very good seminar, added a lot more value to my thought process than expected.'

Kshipra Singhvi, Head of Business Applications, British Council

'The seminar exceeded my expectations.'

Nigel Zaldua-Taylor, Head of IS Strategy, Centrica

'Exceeded my expectations'

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

'Met all of my objectives. Very clear expectations.'

Gordon Barnett, CTO, LCH Clearnet

Presenter



Chris Potts has been called "the world's leading thinker on IT investments" and is the author of 'FruTion: 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 USA and the Middle East.

In-House Training

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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 FruTion 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

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 (20%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

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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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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