

# Successfully Aligning Business and IT

Jeroen Derynck

## Overview

Survival in today's complex business climate demands effective and decisive action. Organizations can only remain competitive if they can keep up with the challenges of the new economy and are capable of continuously adapting strategy, operations and IT investments. While Business executives are confronted with new paradigms like the consumerization of technology, cloud computing, big data and the rise of the mobile customer, they increasingly wonder how to fit IT into the equation. Technological and social trends become a real management concern as they risk to affect business strategy and operational execution. In the current business climate, IT not only has the potential to evolve towards a 'strategic' role in support of the chosen business strategies, it also bears the promise of shaping new business models.

### Untapping the Hidden Potential of IT

IT-savvy organizations that understand how to leverage investments in technology to their advantage continue to outperform their competitors with double-digit figures.

Strategic alignment of IT exists when an organization's goals, activities and information systems that support them remain in harmony. Alignment is a true management concern and not a 'one and done' activity - it is a journey towards a new way of doing business where IT is managed in a way that mirrors the strategic priorities of the organisation.

## Learning Objectives

In this two-day workshop, you will discover everything about the essentials of alignment and how to put these into practice. Thanks to a blended format of teaching and group assignments, you will get a better insight into the crucial enablers for Business/IT alignment. Throughout the sessions, delegates get the opportunity to share their personal experiences and concerns while learning from their peers. After two days, delegates will be able to build their own business/IT alignment roadmap based on the following fundamentals.

- Intelligent IT steering
- Portfolio Management
- IT budget control and reporting
- The evolving role of CIO
- IT leadership and communication
- Project Governance and management methodologies
- Enterprise Architecture
- Integrated business/IT planning
- Communication and IT marketing as a quick win to improve the relationship between business and IT

## Seminar & Workshop Outline

### Module 1: Seeing the signals of misalignment

- Why Business/IT alignment should be the primary concern of business and IT executives
- The barriers to alignment
- The evolving role of the CIO
- Technology trends and the future of the IT department
- How IT can shape business strategies and create sustainable competitive advantage

### Module 2: A shared responsibility

- The alignment trap
- Why alignment should be a shared responsibility
- Why IT people should think like business people (and vice versa)
- From Enterprise Architecture to Business Architecture
- Intelligent IT governance: integrating business and IT planning
- IT-portfolio thinking: moving beyond the cost of IT

### Why you cannot afford to miss this seminar

Did you know that the world's largest 500 companies lose more than \$14 billion\* every year from failed IT projects alone. Only companies that receive focused board direction on IT-related risk will have a competitive advantage over those that don't."

Successful alignment requires companies to have a clear view of strategy and operations, the plans and the activities. Only with increased visibility they identify the barriers to alignment and close the gaps that will keep them from competing more effectively. Ineffective use of information technology combined with a separation of business and IT will make company performance suffer. In today's new economy, taking business decisions without consideration of IT will have damaging outcomes and introduce significant risk.

(\*Taming Information Technology Risk: A New Framework for Boards of Directors)

## Who Should Attend

This is the one-stop-shop for Business, Finance, Marketing and IT executives that want to learn how to effectively improve the relationship between Business and IT. This seminar address both the business and IT concerns and makes the delegates familiar with the current thinking and essentials in the field of business/IT alignment. IT professionals will learn how to incorporate best practices and improve IT leadership and alignment capabilities. Business professionals will benefit from the mechanisms that ensure IT-enabled investments pay off in the short-run and long-run.

- CEO, CIO, CFO, COO and CMO
- Business Unit Managers
- IT Strategists and IT Directors
- Business and IT Architects
- Programme/Project and PMO Managers
- (IT) Management Consultants
- Business Process Managers
- IT governance officers

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

"A lively and enlightening seminar that revealed some very practical tips on aligning IT to the business. I learnt some effective ways that business and IT can work together towards a single goal of creating solutions that add value. This seminar exceeded my expectations"  
Leighton Keenan, ICT Manager,  
Bron Afon Community Housing

"A well presented seminar. Adding value to developing practical alignment approaches, provoking thought, and giving excellent tools and learning to take home with. Very professionally conducted."

Mr Timo Koponen, CIO, Altia Plc

"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..."

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### In-House Training

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

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**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.

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**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

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**Tel:** +44 (0)84 5680 1138 **Fax:** +44 (0)84 5680 1139

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

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## Registration Form

Organisation \_\_\_\_\_

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### Delegate details

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Job Title \_\_\_\_\_ e-mail: \_\_\_\_\_

Event name & date \_\_\_\_\_

2. Surname \_\_\_\_\_ Mr/Ms/Mrs/Dr \_\_\_\_\_

First Name \_\_\_\_\_ Direct tel: \_\_\_\_\_

Job Title \_\_\_\_\_ e-mail: \_\_\_\_\_

Event name & date \_\_\_\_\_

3. Surname \_\_\_\_\_ Mr/Ms/Mrs/Dr \_\_\_\_\_

First Name \_\_\_\_\_ Direct tel: \_\_\_\_\_

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