Business Innovation, Transformation and IT Leadership

Thursday **17 October**, 2013 (14-21h)
Golden Tulip Brussels Airport (Diegem)

Practical Strategies for Performance-Driven Transformation and Innovation

About this seminar

This information-packed, intensive, practical one-day seminar focuses on **how organisations deliver their business goals through innovation, transformation and IT**. It is driven by **the value chain for Enterprise Investment**, which combines Enterprise Architecture with Portfolio Management of Investments in Change, all underpinned by exceptional Sourcing.

The consumerization of IT plus cloud-based delivery are together reshaping many industries and markets. Organisations know they need to innovate and transform, to exploit the opportunities of this 'perfect storm' in the IT market and handle its potential threats. Business leaders are, of course, looking to their IT people for leadership in how to make this happen.

How do the best IT leaders work with their colleagues in other departments to achieve performance-driven innovations and transformations ? What are the essential, practical elements of success?

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

• Explore the four generations of IT leadership
• Learn the value chain for Enterprise Investment
• Challenge the myths that surround innovation, transformation and IT
• Be creative in the way you design and use the practical elements for success
• Discover the 'end game' of corporate IT
• Maximise your contribution to business strategy and business results

Why should you attend this seminar

This seminar can permanently change people's understanding of what IT leadership is all about, and of the potential that exists in IT departments. It will help you articulate to non-technical people the reasons why IT consumerization and cloud computing are game-changers for business strategy, not just IT strategy. You will be able to assess the strengths and weaknesses of your organisation's value chain for Enterprise Investment, and redesign the elements that need improving for innovations and transformations to deliver maximum value as efficiently as possible.

Who should attend this seminar ?

This is a seminar for everyone involved in IT-related business decisions. There is no technical IT content. It is designed for:
- CIOs
- Corporate, Business, and IT Strategists
- Enterprise Architects
- BPM Specialists
- Portfolio Managers/PMO leaders
- Business Analysts who want to explore the opportunities for growth
- Non-IT Executives & Managers who depend on IT for their success

More info about registration and the speaker can be found at:
www.itworks.be

PROGRAMME

13.30h - 14.00h	Registration, coffee/tea and croissants
14.00h - 14.30h	Welcome and Introductions
14.30h - 15.30h	**From Information Technology to Enterprise Investment** The four generations of Corporate IT Leadership
15.30h - 15.45h	Break
15.45h - 16.15h	**The Value Chain for Enterprise Investment** Investing in structure (Enterprise Architecture) and value (Portfolio Management)
16.15h - 17.00h	**Business Innovation and Transformation** How they work, the capabilities needed for success, why organisations struggle
17.00h - 18.00h	**Driving Business Innovation with Enterprise Architecture** EA in the era of IT Consumerization & Cloud
18.00h - 19.00h	Diner
19.00h - 19.45h	**Turning the IT Budget into an Enterprise Investment Portfolio** The differences between Finance and Investment, and how to surprise the CFO
19.45h - 20.30h	**Sourcing Strategies in a Cloud-Driven World** Designing cloud-based organisations, with agile sourcing
20.30h - 21.00h	**Summary, Action Planning, and Close**
21.00h	End of this Seminar

SPEAKER CHRIS POTTS

Chris is a hands-on corporate strategist, an executive mentor, an award-winning speaker and a writer, who specialises in innovation, investment, change, and IT.

As a **hands-on strategist and mentor**, Chris's passion is helping executives, enterprise architects, portfolio managers and senior business managers to drive the maximum possible performance from the innovations and changes they invest in.

As an **award-winning speaker**, Chris delivers keynote speeches, chairs conferences, facilitates workshops, and hosts seminars around the world. His audiences are typically company executives, project, programme & portfolio managers, enterprise architects, and IT leaders.

As an **innovative writer**, Chris is the author of probably the only trilogy of business novels on the planet - The FruITion Trilogy, which consists of the 3 books FruITion, RecrEAtion and DefrICtion. They explore in a series of stories narrated by three different people, how executives can drive high-performing investments in innovation and change, by starting with a new approach to their management of IT and ending with a strategy for Enterprise Investment. You get these 3 books FREE with your seminar participation !