The Corporate Strategy for IT

28-29 April 2009 - Hotel Crowne Plaza (Antwerp, Belgium)

Chris Potts presents a framework for deeply integrating IT with corporate and business strategies

About this seminar:

Developments in IT and the world economy have changed the paradigm for corporate IT people and the strategies they lead. Consumers and business managers are increasingly confident at exploiting technology in ways that they value. Meanwhile, executives are determined to constrain IT spending, not always certain of what they get in return. The economic climate makes it even more important to understand the links between value creation and IT costs.

The Corporate Strategy for IT harnesses the energy of business-led strategies for exploiting IT, to create maximum total value. It also makes transparent the linkages between business decisions and IT costs - often with some very surprising results.

This seminar provides a proven framework for deeply integrating IT with corporate and business strategies, and explores its impact on investments, operating costs, Enterprise Architecture, organisation, and sourcing.

This seminar will help you to:

- Explore the four generations of Corporate Strategy for IT
- Assess which generation of strategy for IT your organisation currently has
- See how to rapidly formulate a strategy for IT that your Board will understand
- Implement new tactics for collaborating with business executives and managers
- Transform IT costs and budgets into a portfolio of investments in business change
- Maximise the contribution of IT expertise to business innovations and investments

The content of this seminar is entirely founded on Chris's practical work with leading companies around the world, is based on real-life examples, and does not require technical IT knowledge. There will also be group discussions and reflections on the techniques that are proposed to (re)formulate your Corporate Strategy for IT. Chris's seminars regularly receive 10/10 for content and style. All participants receive a free copy of his thought-provoking book fruITion (Technics Publications, 2008, ISBN: 978-0977140039).

Why should you attend this seminar ?

Many delegates who have already attended this seminar find that it permanently changes their understanding of what Corporate Strategies for IT are all about. Taking a strategic business perspective of IT, the seminar reviews where the IT market currently stands. What does this mean for existing and new investments in IT, and for IT organisations ?

The seminar will show you the innovations that industry-leading companies have used to redraw and enhance the relationship between IT people, and IT investments, and the wider business. See why organisations are finding that older generations of Corporate Strategy for IT are now inhibiting the value they can create from IT, and explore the current and future generations of strategy.

Who should attend this seminar ?

This is a seminar for everyone involved in IT-related business decisions. There is no technical IT content, and it is designed for:
- CIOs
- Corporate and Business Strategists
- IT Strategists
- Business/IT Relationship Managers
- Enterprise Architects
- Business Analysts
- Non-IT Executives and Managers who invest in IT, or who have IT costs

Speaker:

Chris Potts (Dominic Barrow) is a corporate IT strategist who specialises in investing in change and exploiting IT, and a CIO futurist. He is the author of fruITion, and the originator of The fruITion Strategy.

He works with CIOs and executives in industry-leading companies around the world, helping them formulate and execute their next-generation Corporate Strategy for IT. He has been called "a world-leading specialist in IT strategies" and "the world's leading thinker on IT investments".

Chris has more than 20 years of experience in corporate and business and IT strategies, investing in change, enterprise architecture, hands-on business management and IT delivery. His hallmark techniques, like one-page strategies, inverted investment portfolios, 'true' enterprise architectures and expert IT customer operating models, have been used by industry-leading companies around the world.

Chris is an award-winning speaker, who has headlined conferences on IT Strategy and Enterprise Architecture both in Europe and Australasia, and has been delivering the "Corporate Strategy for IT" seminar in London for nearly 10 years, and more recently also in Australia and New Zealand.

His seminars are founded on his own groundbreaking work with clients, and he is a thought-provoking writer and award-winning conference speaker. He has trained partners and consultants from some of the world's leading consultancies.

He is an accredited Expert on CIO.com, a member of the Strategic Planning Society, Computer Weekly's panel of Strategy Clinic experts, and the IIBA, the International Institute of Business Analysis. He has published numerous articles on corporate strategies for IT, the CIO's destiny, investment management, and business value.

All participants get a free copy of Chris Potts' brandnew book "fruITion" (ISBN: 978-0977140039)

The Corporate Strategy for IT

28-29 April 2009 - Hotel Crowne Plaza (Antwerp, Belgium)

FULL PROGRAMME:

13.30h - 14.00h Registration, coffee/tea & croissants

DAY 1: Context and Strategy

14.00h Start of seminar day 1

- <u>IT market watch: is this the end of "IT Strategy" ?</u>
  - Strategic inflection points in the IT market
  - The four generations of Corporate Strategy for IT
- <u>Case study</u>
  - Introduction and background
  - The CIO's strategic promise
- <u>The IT value chain</u>
  - Beyond Porter: integrating IT core competencies with primary business activities
  - Why the business-IT gap is a myth
  - The Strategic Integration Framework for IT
- <u>The Corporate Strategy for IT</u>
  - Rapidly formulating a strategy that is meaningful and memorable
  - One-page strategies: Promise, Principles and Tactics
  - Maximising the strategy's contribution and influence
- <u>Integrating IT with corporate and business strategies</u>
  - Why strategic integration = paradox management
  - Exploring some fundamentals of corporate strategy
  - Strategic focus; virtual company and core competencies; financial structure

21.00h End of seminar day 1

DAY 2: Money and People

14.00h Start of seminar day 2

- <u>Investing in business change and IT</u>
  - Diagnosing your organisation's investment culture
  - Inverted investment plans
  - Transforming IT budgets into a business value portfolio
- <u>Using true Enterprise Architecture to drive business innovation</u>
  - True Enterprise Architectures
  - How to drive business innovation
  - Architecting Enterprise
- <u>"Expert IT Customer" management model</u>
  - The IT customer's performance dashboard
  - Organisation design, investment process, accountabilities and governance
  - Innovative operating models for IT
- <u>Sourcing strategy</u>
  - The IT-related competencies you cannot outsource
  - Optimising the value, cost and risk of your supplier portfolio
- <u>IT market watch revisited</u>
  - Turning research into value-adding tactics
  - The ultimate destiny of the CIO

21.00h End of this two-day seminar

REGISTRATION FORM

The price for the first participant is 1350 EUR (excl. VAT), the 2nd participant gets 10%, the 3rd 20% and the 4th 30% disocunt.

❏ Mr. / ❏ Mrs. Name:		Job title:
❏ Mr. / ❏ Mrs. Name:		Job title:
❏ Mr. / ❏ Mrs. Name:		Job title:
Company:		
Company adress:		
Phone:	Fax:	VAT/BTW/TVA nr.:
E-Mail:		

Register for this seminar:

The Corporate Strategy for IT (28-29 April 2009)

If a Purchase Order number is required, please mention this here: PO number:

Date   Signature