

Mastering Enterprise Investment

22-23 October, 2014 (14-21h)

Delivering breakthrough business results from your projects portfolio

Golden Tulip Brussels Airport (Diegem)

About this seminar

Ask yourself and your colleagues:

HOW GOOD IS YOUR ENTERPRISE AT EFFICIENTLY DELIVERING ITS GOALS THROUGH THE PROJECTS IT INVESTS IN?

Reality check: In many organisations a high percentage of projects fail. Unfortunately, this undermines the confidence of executives in the strategy they are leading, in the investments they are making, and in the people promising to deliver the benefits of change. **Amongst the most common causes of problems with project performance are:**

- an assumption that value is driven by capital investment,
- misunderstandings about the role of IT,
- an unintended bias towards investing in operations, and
- the incorrect application of portfolio theory.

This two-day seminar is a hands-on exploration of Enterprise Investment strategies, based on many years of ground-breaking and innovative work with organisations around the world. It is both authoritative and pragmatic, based on people's experiences of what works and what doesn't. It will help you to benchmark and develop your organisation's maturity at Enterprise Investment, including:

- The cultural and practical reasons why projects succeed or fail
- How much this is, or is not, an 'IT issue'
- Core capabilities and the Value Chain for Enterprise Investment
- Diagnosing an organisation's Enterprise Investment culture
- Building and managing a goals-driven and efficient portfolio
- Driving business investment with Enterprise Architecture
- Next-generation governance for architecture and investments

Learning Objectives

The workshop offers an intensive, thorough and practical appreciation of how to succeed at Enterprise Investment. It includes numerous perspectives, capabilities and techniques that may be either new to you, or enhance your current approach, for example:

- An effective strategy for Enterprise Investment
- Correctly applying portfolio theory to investments in change
- Using top-down and bottom-up portfolios
- Investing in stability versus investing in change
- Investment Proposals, and the Investments Board
- Appreciating the true contribution of IT

This workshop is likely to develop significantly your knowledge of the cultural and practical reasons why your change projects succeed or fail, and what to do about it. It will also illustrate how the contribution of both Enterprise Architecture and Investment Portfolio Management can truly make your organisation successful.

Who should attend this seminar ?

This seminar is for everyone involved in the selection, design and oversight of projects, including:

- CIOs
- Programme Management Officers and Business Analysts
- Enterprise Architects and Innovation Leaders
- Programme and Project Managers, Finance Managers

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

PROGRAMME

DAY 1

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

- 14.00h - 14.30h
- Why Projects Succeed or Fail
 - The Value Chain for Enterprise Investment

16.00h - 16.15h Coffee/Tea Break

- 16.15h - 18.00h
- Diagnosing the Enterprise Investment Culture
 - Enterprise Investment Strategy

18.00h - 18.45h Dinner Buffet & Networking Opportunity

- 18.45h - 21.00h
- Discovering and Validating your Enterprise Investment Goals

21.00h End of Day 1 of this two-day seminar

DAY 2

13.30h - 14.00h Coffee/Tea and croissants

- 14.00h - 18.00h
- Building and Managing your Goals-driven Portfolio
 - Using Enterprise Architecture to Drive Structural Investments
 - Outside-In Enterprise Architecture and Investment

18.00h - 18.45h Dinner Buffet & Networking Opportunity

- 18.45h - 20.30h
- Next-generation Portfolio Governance
 - Your Enterprise Investment Plan

20.30h - 21.00h Summary and Conclusions
21.00h End of this two-day 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 !

