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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 Cleartnet

### 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' hands-on experience in corporate, business and IT strategies, investment management, Enterprise Architecture and delivery. Chris is an award-winning speaker who has been hailed as an expert in his field by CIO.com, is a member of the Strategic Planning Society and of Computer Weekly's Strategy Clinic panel.

#### In-House Training

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# The Corporate Strategy for IT

Chris Potts

## Overview

Developments in IT 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 want to constrain IT spending, not always certain of what they get in return. Today's third generation of 'IT strategy' are about what people do with IT and how much it all costs, rather than technology itself.

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 and workshop provides a framework for deeply integrating IT with corporate and business strategies, and explores its impact on the organisation's people, investments, operating costs, Enterprise Architecture, and sourcing decisions.

- Exploring the four generations of Corporate Strategy for IT. Where is your organisation today?
- Rapidly formulate the Corporate Strategy for IT in collaboration with business leaders
- Integrate IT with corporate and business strategies, and keep it that way
- Transform IT costs and budgets into a portfolio of investments in business change
- Maximise the contribution and influence of IT expertise at all stages of the investment process

## Learning Objectives

The seminar will provide you with a comprehensive framework for formulating and executing your organisation's Corporate Strategy for IT, and worked examples. Many delegates will find that it permanently changes their perspective of what the latest generation of 'IT strategies' are all about, including:

- The promise, principles and tactics of the Corporate Strategy for IT
- Exploring and changing the corporate investment culture, as it applies to IT
- Investing in business change and IT
- Using Enterprise Architecture to drive business innovation
- The 'expert IT customer' management model

## Seminar & Workshop Outline

### IT market watch: is this the end of 'IT Strategy'?

- Strategic inflection points in the IT market
- 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

