

5-6 April 2011,  
22-23 November 2011,  
London

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### IT Strategy Series

The Corporate Strategy for IT  
5-6 April 2011,  
22-23 November 2011, London  
Successfully Aligning Business & IT  
14-15 April 2011, London

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Clearnet

### Presenter



Chris Potts has been  
called "the world's  
leading thinker on IT  
investments" and is  
the author of 'FruITion:  
Creating the Ultimate Corporate  
Strategy for Information  
Technology'. He has over 20  
years' experience in corporate,  
business and IT strategies, investing  
in change, Enterprise Architecture  
and hands-on delivery. Chris is an  
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### In-House Training

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# Corporate Strategy for IT

How to be experts at creating value from technology

Chris Potts

## Overview

From time-to-time, developments in the IT market and the wider economy radically change the game for Corporate Strategies for IT and the people that lead them. Whenever that happens, a new generation of strategy emerges.

This is one of those times.

As consumers, we are becoming masters at rapidly changing our behaviour to exploit technologies in ways that we value. Yet many organisations are still focused on how IT is delivered, and how much it costs. How can organisations now become as agile as consumers at creating value from IT in the context of their strategies and business plans?

This seminar is about achieving this in the most inspiring, effective and painless ways possible. It starts with how transformational changes in the IT market have created four generations of Corporate Strategy for IT, where we are today, and the ultimate end-game. Then, based on the real-life experiences of enterprises around the world, it lays out proven, practical innovations for guiding people through the next big step on the journey.

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

- Explore the four generations of Corporate Strategy for IT. Where is your organisation today?
- Formulate your next-generation strategy in five days or less
- Transform the way your organisation behaves towards IT, from 'costs' to 'value'
- Use IT's enterprise-wide perspective to drive business innovations and investments that grow company performance
- Maximise the contribution of your IT specialists to both strategic and operational business value.

## Learning Objectives

You will take away a comprehensive framework for formulating and executing your organisation's Corporate Strategy for IT, and worked examples. Many people find that the experience permanently changes their perspective of what strategies for IT is all about, including:

- The promise, key principles and core tactics of a Corporate Strategy for IT
- Exploring and changing the corporate culture towards IT
- Investing in a portfolio of business changes involving IT
- Using Enterprise Architecture to drive business innovation and performance
- Moving to an 'expert IT customer' management model
- The ultimate destiny of the CIO and the IT Department

## Seminar & Workshop Outline

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

- Transformations in the IT market
- The FruITion Strategy® - 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 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
- Business Architect
- Business Analyst
- IT Strategist
- IT Consultant
- Corporate or Business Strategist
- IT Manager
- Business Consultant
- Business/IT Relationship Manager
- Enterprise Architect
- Business Information 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

## Registration Information

### Registration Fees:

**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\* (17.5%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

\*As from 1st January 2011 VAT rate increase to 20%

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

**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.

**UK Delegates:** Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

**Non-UK Delegates:** Please check with your local tax authorities.

**Cancellation Liability:** In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

**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

**IRM UK** in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

**Email:** info@jpetem.com **www.jpetem.com**

**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

### Mailing Information

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

Please tick here if you are unable to attend a seminar but would like your name added to our mailing list.


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## Registration Form

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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 .....

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