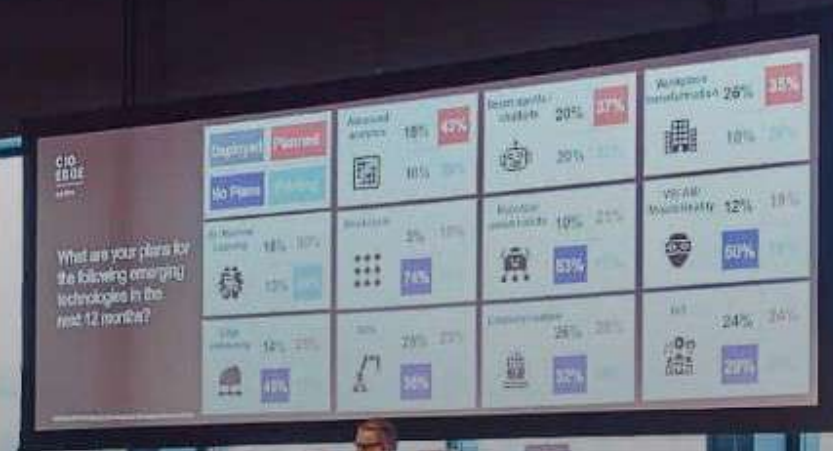


CIO EDGE



Welcome To

3 CRITICAL TIPPING POINTS TO A SUCCESSFUL IT TRANSFORMATION

LEADING YOUR ORGANISATION UP THE IT MATURITY CURVE

PRESENTATION INTENTION

To Be An Effective IT Leader
Driving Your Organisation Up
The IT Maturity Curve

OUTCOMES

- The Changing Role of the IT Leader
- A Roadmap of Talent/Culture Development for Your IT Transformation Journey
- Address 3 Critical Tipping Points To IT Transformation
- 7 Characteristic of Service Excellence
- How to Best Communicate Value To Your Stakeholders

WHAT IS LEADERSHIP?

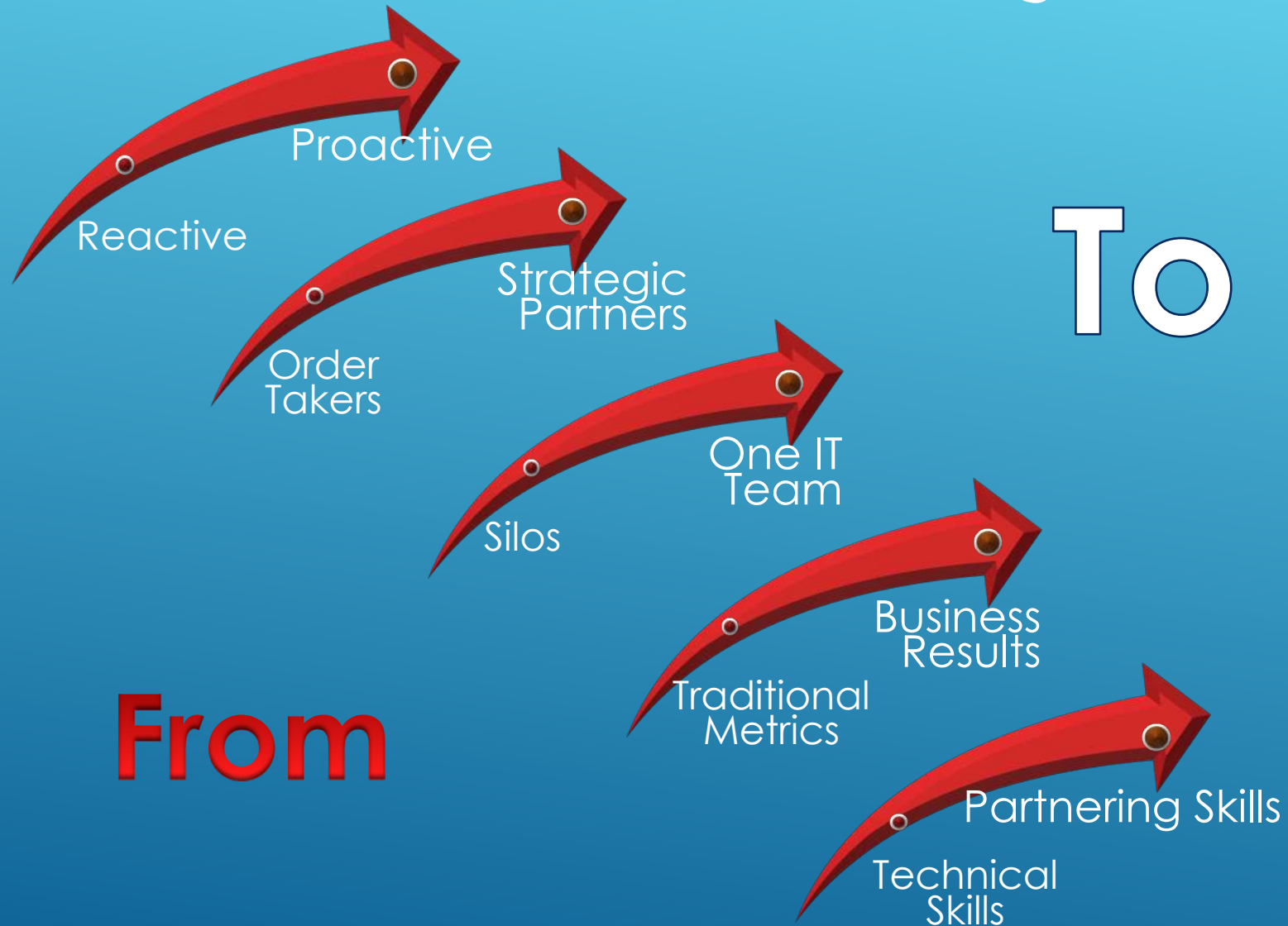
CONTEXT vs CONTENT

TRENDS IN IT TODAY



- ❖ CIO is “At the Table” and contributing to strategic decision making
- ❖ Moving from “Alignment with the Business” to “We ARE the Business”
- ❖ IT becoming more integral *and* integrated as a strategic player on the business team

IT Transform Thyself



Managing Through Headwinds



- C-Level Expectations of IT on the Rise
- Managing IT at the speed of business in an increasingly complex, always changing environment
- Growing skills gap

*“There has never been a
better time to be an IT
professional”*

Unleashing The Power of IT

Core IT Competencies



MOVING IT UP THE MATURITY CURVE



3 Critical Tipping Points To IT Transformation

- Achieving IT Service Excellence
- Consultative IT
- Marketing IT Value

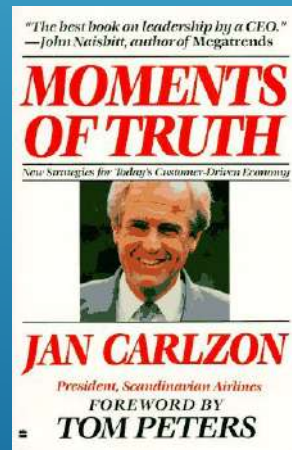
7 CHARACTERISTICS OF SERVICE EXCELLENCE

- Sincerity
- Righting wrongs (not abdicating responsibility)
- Address issues promptly and courteously
- Working to understand the client's needs
- Going out of your way to resolve an issue
- Being easy to work with
- Approaching issues constructively

MOMENTS OF TRUTH

“Any episode in which the client comes into contact with any aspect of the organization and gets an impression of the quality of its service. It’s the basis of setting and fulfilling client expectations and ultimately client satisfaction.”

- Jan Carlzon



PROCESS VS M.O.T.

CONSULTATIVE IT

TOP TEN TIPS

10. Stop making assumptions. Paraphrase to check your understanding. Own the communications.
9. If you call a meeting, make it a good one.
8. If you're not bringing enthusiasm to work, you may be draining it from others (if you don't like what you're doing, it shows).
7. Ask good questions – uncover the issue instead of rushing in with a fix.
6. Learn diplomacy – be respectful even when you don't agree.

CONSULTATIVE IT

TOP TEN TIPS

5. Deliver your message in a way that others can hear it – avoid appearing arrogant and condescending. (Components of Message)
4. Talk about what you can do, not what you can't – clients don't want to hear excuses; they want help solving their problem.
3. If trust breaks down, you need to address it head-on – ask your client what it will take to rebuild the relationship.
2. Educate clients to be better consumers of technology – you can play a huge role in increasing their confidence in your services.
1. When you take the position of being right, it implies someone else is wrong – or worse, an idiot. Instead, take time to listen so you can understand the other's perspective first.

MARKETING IT'S VALUE

*THE KEY TO IT/BUSINESS
INTEGRATION*

MARKETING IS:

*CREATING AN AWARENESS
OF OUR VALUE*

MARKETING IS...

- An orientation, not a task
- Long-term & dynamic
- A vehicle to help us move beyond alignment and become integrated as part of the business

“We ARE the Business”

WHO IS RESPONSIBLE FOR MARKETING IT'S VALUE?

- ▶ CIO
- ▶ Senior IT Leadership Team
- ▶ IT Communications Person/Team
- ▶ IT Relationship Manager
- ▶ Project Managers

It's everybody's job!

WHEN MARKETING IT, REMEMBER TO USE...

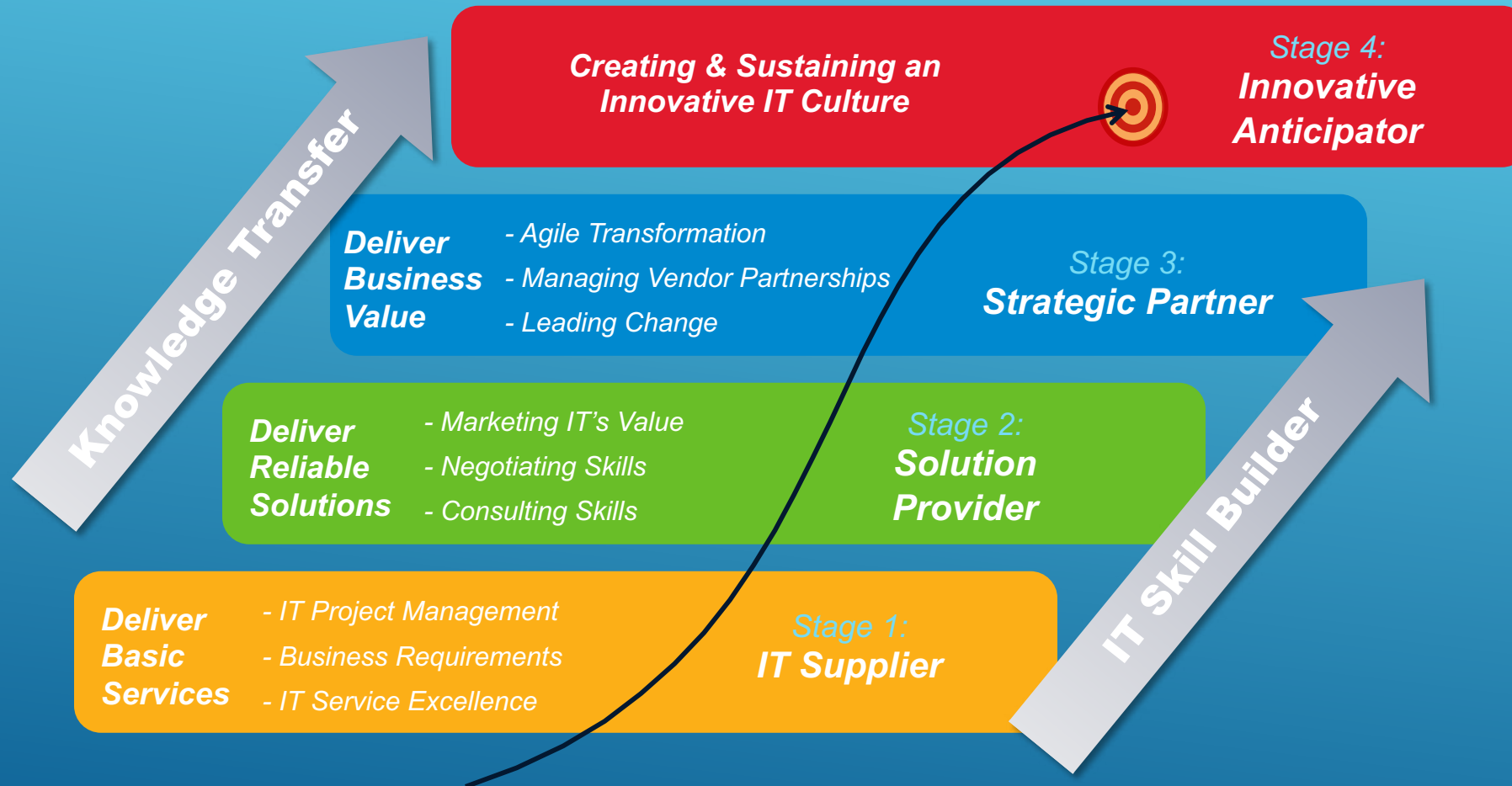
- WIIFM's
- Benefits vs. features
- Language of the business vs. technology

FEATURES/ATTRIBUTES

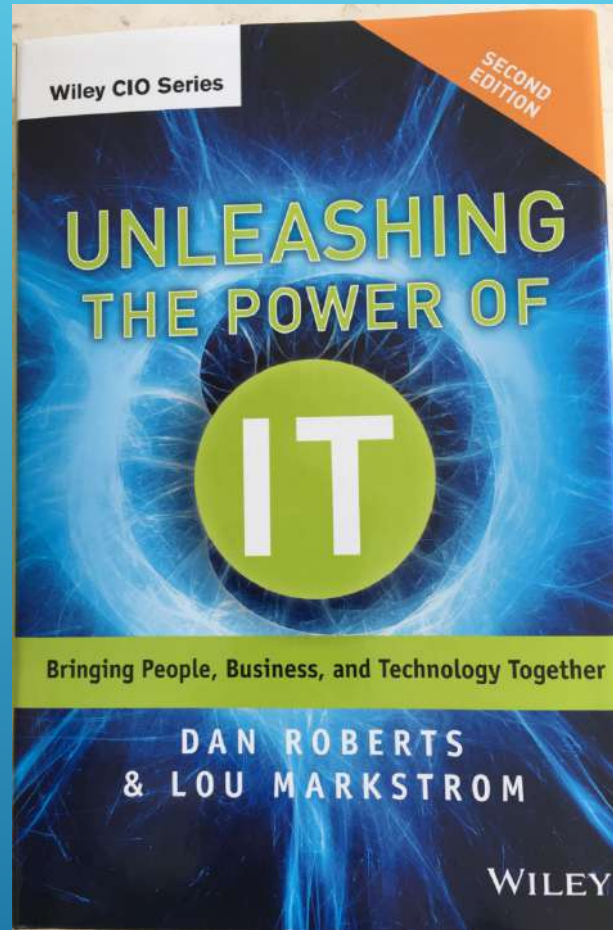
vs. BENEFITS

vs. OUTCOMES

MOVING IT UP THE MATURITY CURVE



To Say Thanks for Attending!



I'd Like To Buy You A Copy!

*Email or LinkedIn Message Me
Subject: "Book Please!"*

Thanks for attending!

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