

EXECUTIVE SEMINAR WITH CHRIS POTTS PRESENTED BY EA FELLOWS

# Corporate Strategy for IT

How to turn business leaders into experts at exploiting technology

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IT investment expert Chris Potts from England gives a 'Scandinavian flavoured' version of his award-winning seminar in Copenhagen on 21-22 January 2010.

## Two-day Executive Seminar

For the second time in ten years, developments in IT and the wider economy have radically changed the game for corporate strategies and the people that lead them. Consumers are becoming masters at rapidly changing their behaviour to exploit technologies in ways that they value. Yet many business leaders mainly think of IT as cost efficient services, rather than know how best to exploit it.

How can we bring our business leadership into “the IT exploitation generation”? Chris Potts has the answer: He will guide you through the next big stage on the roadmap for Corporate Strategies for IT.

This seminar demonstrates how to innovate your business in the most inspiring, effective and painless ways possible. It starts with the overall roadmap for IT's evolution through four major generations of strategy, where we are today, and the ultimate destination. What are the proven, practical innovations for making the next big step?



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

- Explore the four generations roadmap of Corporate Strategies for IT
- Assess which generation of strategy for IT best describes your organisation today
- See how to rapidly formulate your next generation strategy
- Transform the way your organisation views IT costs, from 'efficiency' to 'exploitation'
- Use a 'big picture' perspective to drive business innovations and grow company performance
- Maximise the contribution of your IT specialists to strategic and operational business value

This seminar provides a roadmap and 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.

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## Why should you attend?

Many delegates who have already attended this seminar find that it permanently changes their understanding of what Corporate Strategies for IT are all about. Adopting a corporate strategist's view of IT, rather than the technologist's viewpoint, reveals new and practical perspectives on how best to turn yesterday's efficiency based strategies into today's exploitation led ones.

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

## Audience

This is a unique event for everyone involved in IT related business decisions. There is no technical IT content. The seminar is designed for:

- Corporate and Business Strategists
- Business/IT Relationship Managers
- CIOs
- IT Strategists
- Enterprise Architects
- Business Executives and Managers who invest in IT, or who have 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, max 20 participants
- Chris's seminars regularly receive 10/10 for content and style



## Speaker Biography

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.

## Venue

The seminar is conducted in an “unplugged” atmosphere in the historic surroundings of [Admiral Gjeddes Gaard](#) in the heart of the old Copenhagen.

Address: Store Kannikestræde 10 A,  
1169 Copenhagen K.

Dates: 21 - 22 January 2010.

Timetable: 9.00 – 16.00 both days.



## Registration

You sign up for this event by sending an email to [allan@eafellows.com](mailto:allan@eafellows.com), stating name, title and organization for yourself. We will then send you a confirmation and an invoice of DKK 11.995.- plus VAT, payable before the event. The fee covers participation, lunch, coffee and refreshments on both days.



## Seminar 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 true Enterprise Architecture to drive business innovation
  - How to drive business innovation
  - Architecting the 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