



I C E X



Mastering IT Organization & Governance – March 3, 2009

Course Description:

The process, elements and issues related to developing and institutionalizing IT organization and governance structures that best align IT and the business in today's environment.

Equip your team with new ideas and tools This class is next in the series of **local continuing education** offered by ITMA and ICEX. Your team will learn **proven practices and methods** that can improve your business by leveraging IT capabilities **in your environment**. We have a broad spectrum size of attendees and the sessions will be sensitive to the varying perspectives based on size.

Deliverables

Take on key framework building questions such as...

- What are the major considerations in designing IT organization and governance?
- What are the key decisions or decision rights that require governance and how do they vary?
- How does the intended position on the IT Value Pyramid and Type of IT Strategy influence IT organization and governance?
- What new organizational forms, positions and emphasis are emerging as IT becomes more complex?
- How will IT organization and governance likely change over the next five years?

Course Perspective:

There is no perfect or universal organizational or governance structure for IT. However, there are considerations that can guide the business and IT executive team to approaches that increase the contribution of IT through better alignment, decision governance and execution focus.

The earlier course, Mastering IT Strategy & Alignment, introduced several powerful frameworks that were a basis for lively, constructive discussion by the attendees. We will be building upon and extending the previous topics of:

- The IT Value of Contribution Pyramid
- 3 Major Types of IT Strategies

Who should attend?

Certainly CIOs and senior IT leadership teams stand to benefit tremendously. The classes would also be helpful for other executives who are directly involved in developing IT resources and strategy, such as a CFO, HR or the executive to whom IT reports. High potential future IT managers or business managers directly involved with IT management can also benefit from ITMA's world-class offering.

Learn practical alternative practices, innovative models and new perspectives for successful IT Governance

1. Executive Development

Targeted for developing IT executives, CIOs looking to round out their perspectives and business executives who play key roles in IT deployment.

2. Group Insight

ICEX uses the advanced and complementary experiences of the group to draw out the practical applications and potential hurdles behind each lesson.

3. Team Building

You may wish to use a session as a vehicle to get your team exposed to fresh thinking, get them all on the same page and more rapidly move toward the change or transformation you would like.

Learn through engaged, facilitated, team oriented discussion...not just another lecture

The ICEX method of facilitated education starts with proven IT management practices from the academic, IT research, business literature world. However, the facilitated education then taps into the intelligence and experience of classmates to dissect, challenge and, therefore, really understand how to use IT management ideas, practices and frameworks.

Each session starts with a discussion of the pre-readings and how they might apply to the attendee's enterprise. This provides language and thought processes—and limits the time spent in class debating context and meaning.

Then, through frameworks and leading practice discussions, workshops, and select (limited) lectures, participants learn and internalize how they might apply them to their own working world.

Series Registration Information

- ITMA is offering a series of facilitated education sessions, which will include three 1-day classes over the next 18 months. (See page 2 for future sessions).
- Pricing for ITMA members is \$1000 per seat unless multiple seats are purchased; cost to Non-ITMA members is \$1200 per seat.
- A multiple seat discount applies if more than 2 seats are purchased. This applies to both multiple seats in one session or a single seat purchased for more than one session. The multiple seat rate is \$800 per seat.
- Discounts are available only to ITMA members.

REGISTER NOW

or for more information, contact Melissa Engle at mengle@itma.net or call 616.575.8500 ext. 1220.



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Facilitators include:

Rick Swanborg

A professor at the Graduate School of Management at Boston University, Rick has also created and participated in executive education programs at Babson College, Ernst & Young and Index. He draws both his teaching style and perspective on real-world IT from his more than 10 years helping IT and business executives learn from one another as president and founder of ICEX and leader for ICEX's Knowledge Exchange Partnerships for Fortune 1000 companies, as well as 20 prior years in IT operations.

Bruce J Rogow

Bruce spent five years with IBM in Advanced Technical Training and Executive Education. The former head of Executive Education at Nolan, Norton & Co., Bruce has since participated in over 200 executive education programs including Babson, UCLA, UCal Berkeley, Rice University Business School, Oxford/Templeton School, and many private programs. He is also a Principal with ICEX. He stays current with over 120 IT Odyssey visits each year and by his role as a Research Affiliate of NGenera (Don Tapscott), Gartner Executive Programs and others.

Additional Upcoming Courses

September 2009

Next Topic To Be Chosen

For More Detailed Course Information

Contact Melissa Engle at mengle@itma.net or call 616.575.8500 ext. 1220

Facilitated Education for 2009-10

Potential future topics include:

Mastering IT Strategy and Alignment (Dec '08): The process, elements and issues related to developing and institutionalizing an IT strategy in today's environment that best aligns business and IT.

Management Framework for IT: An up-to-date management framework for profiling the major elements of IT in your enterprise, examining the issues that make for a healthy IT, sorting out how to build the IT capability and monitor progress.

Basic IT Applications Portfolio Management: Approaches, frameworks and processes for both the investment and asset management side of Applications Portfolio Management.

Delivery Effectiveness: Practices and tools for more effectively delivering new technology and leverage its value to the business.

Leveraging IT Value in the Business – Practices, methods and tools for communicating, leveraging and achieving business value from IT.

Mastering IT Standards and Architecture: Provides approaches and practices to establish and benefit from effective standards and architecture efforts.

Mastering IT Organization, Governance and Management Metrics: Provides approaches to designing, coordinating and managing these three critical IT elements.

IT Risk Assessment, Abatement and Management: A framework, risk assessment model and process for the determination of project or program risk, the communication of risk and then the process for risk abatement and management. This quantitative approach is critical to being able to set proper expectations and meet them.

Pathways for Introducing Innovation: Provides a structured approach to introducing new technologies, services and offerings.

New Challenges in IT Management: The new, evolving era of IT involves a whole series of new perspectives, skills, capabilities and processes. These new challenges and capabilities are presented as a provocative exercise to look slightly over the IT management horizon.

IT Sourcing Strategies: Provides approaches for acquiring, sourcing and managing technologies.

Future IT Investments and Sustaining Value: Provides approaches that have led to the highest return on an ongoing basis from IT investments.

About the facilitators: For more than a decade, the ICEX team has been putting technology and business professionals in touch with the invaluable first-person ideas, advice and experience of other practitioners. The company does not sell to or for vendors, allowing them to facilitate unbiased, private, and extremely informative exchanges and educational programs