

**Proposed Course**  
**Building Your Information Technology (IT) Career**  
**(6/8 weeks or can be customized)**

**Course Title:**

Building Your Information Technology (IT) Career (either six or eight weeks or can be customized)

**Instructor:**

Name, Title, Background

**Required Textbook:**

Technical Impact: Making Your Information Technology Effective, and Keeping It That Way, Al Kuebler, ISBN-10: 1500555789

**Course Objectives:**

There are so many distractions out there these days that many of us in IT don't stay disciplined with our own professional development. Even if we had the time to read, there's so much material and other technical subject matter to keep up with that it's not readily apparent how we might develop our careers (and our confidence) with ever-new challenges and improve our future sense of accomplishment and reward.

There has never been a better time to be an IT professional and it's never been more important for IT professionals to consistently apply themselves to professional growth and to continuously acquire the skills needed to:

- Be a better leader in the enterprise;
- Negotiate our client ecosystem efficiently;
- Inspire our team; and,
- Become invaluable to the success of our clients.

While the number of changes around all of us in IT seems daunting, the premise of this course is that the need for some skills that are critical to the development of our professional careers in IT do not change.

- By attending this course you will learn:
- What the most important career building skills are
- Who decides the value of your contribution
- How to express your value proposition
- Proven ways for you to increase your career opportunities
- How to tell if the position you are seeking is strategic
- What promise to make
- What attitude works and what doesn't
- Why you should consider international assignments
- How to lead change instead of reacting to it

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- The four steps beneficial change always takes
- How important business acumen is to your career
- Where different career paths can lead
- What focusing on a sense of accomplishment and reward can mean to you

**Intended Audience:**

This course is intended for IT professionals who build their IT career by developing their business value and for business managers who wish to make their IT management function more directly responsive to the business they serve.

It will also give IT professionals insight into ways to more actively develop their IT career strengths, make their IT career count, remain enthusiastic about their contributions and improve their sense of accomplishment and reward.

**Course Structure and Teaching Methods:**

This course is primarily a lecture course with other teaching methods such as class discussion, small group discussions, small and informal application assignments, diagrams, handouts and real example walkthroughs.

**Course Topics By Week**

**Week 0:**

**Introductions:** Meet instructor, classmates, syllabus, background, particular goals, text to be used (Technical Impact – ISBN-10: 1500555789), order of topics to be introduced, etc.

**Week 1:** Prior Reading - Chapters 1 and 28

**The IT Value Proposition:**

How effective IT drives strategic performance and business results by avoiding cost, improving service and increasing revenue.

**The IT Application Process:**

Mapping the IT world, defining a client relationship management culture and defining all IT management factors.

**Week 2:** Prior Reading - Chapters 2, 3 and 7

**Why The IT Function Must Communicate With The Businesses It Serves:**

What are you doing for me and why don't I know it?

**Great Relationships Start With Initiative:**

If you wait to connect, it will be over a crisis.

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**Use ITs Benefits To Win Over Others:**

To develop a community of interest, IT must first understand the business.

**Week 3:** Prior Reading - Chapters 8, 9 and 22

**Making Investments In IT:**

How to make your proposed investments in IT clearly relevant in business terms.

**Getting Business Leaders To Understand IT Value:**

How would a shareholder evaluate IT performance?

**Prioritizing IT Investments:**

How to meld an IT investment business case so that it considers strategic importance measures.

**Week 4:** Prior Reading - Chapters 5, 11, 12 and 15

**IT Leadership Styles:**

Setting clear and unambiguous goals, supporting initiative even if it sometimes results in mistakes, reinforcing performance and developing a creative culture.

**Recognition Techniques:**

Four ways to stay close to your strategy and your team.

**Handling Politics And Seeing That Your Team's Rewards Are Undeniable:**

Know the difference between operators and performers and know how to handle them.

**Week 5:** Prior Reading - Chapters 4 and 18

**How Well Is IT Performing And How Do You Know?**

How to conduct your first and last survey to learn how IT's clients perceive IT.

**Why Don't We Conduct Our IT Management Function As If We Owned It?**

Learn the benefits of commercializing the IT management function and how to do it.

**Week 6:** Prior Reading - Chapter 6

**What About Vendor Management?**

Learn why is this important and how to handle this as effectively as possible.

**Elective Topic From The Text**

**Week 7:** Prior Reading - Chapters 23 and 25

**How Do We Keep Up With All The New Developments In Technology?**

Research: Learn how to direct discovery and then take awareness into trials, adaptation and adoption as a continuous process.

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**How Does The IT Function Lead The Business To Better Ways and Innovate?**

Learn how IT can be a powerful force to continuously introduce beneficial change into the business.

**Week 8:** Prior Reading - Chapters 29 and 30

**How Do IT Professionals Best Develop Their Careers And Their Business Value?**

Learn what business and technology executives right up to and including the c-level are looking for in IT leadership and why technical proficiency will never be enough.

**Required Course Discussion Topic:** Reading - Chapters 24, 26 and 27  
**A Business Relationship Management (BRM) culture for IT - Why bother?**

Learn how the IT function works when it is considered a partner to the business and when it conducts itself as an exciting and powerful resource which actively introduces beneficial change for increased competitive advantage, industry leadership and to improve strategic performance.