

Proposed Course
Effective Information Technology (IT) Leadership
(6/8 weeks or can be customized)

Course Title:

Effective Information Technology (IT) Leadership

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:

This course is designed to provide you with four things essential to effective IT leadership:

- Proven ways to make the contribution of the IT function as beneficial as possible to the business it serves;
- Proven ways to ensure that the IT function is fully recognized for the positive impact it has on business performance;
- Enough explicit examples to instill confidence that these approaches are doable in any IT organization; and,
- Advice on how to get started, even though you have no buy-in except your own.

The collective application of these lessons has an important outcome: an IT function that is continuously improving its effectiveness to the enterprise.

More importantly, this course explains how IT professionals and business managers can use collaboration, communication and persuasion to do that.

More than technology, it is about continuously improving IT-business relationships through active interest, involvement and initiative. Unlike the ever-changing world of technology, these principles do not change.

Intended Audience:

This course is intended for IT professionals and business managers with the IT leadership tools necessary to make their IT management function more directly responsive to the businesses they serve.

It will also give IT professionals insight into ways to more actively develop their IT career, make it 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, some role playing, small and informal application assignments, diagrams, handouts and real example walkthroughs.

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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, 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.

Use IT's 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 business partners perceive IT.

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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

Suggested: The Case for Quality and Getting the Best Out of Best Practices
(Chapters 14 and 21)

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.

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.