

Leading the Way with IT



*- a Leadership
Toolkit for IT's
Top Talent*



“IT is critical to day-to-day operations and to **future competitive advantage**. Action is needed now to **enable** CIOs and ‘business savvy’ IT teams to **transform** organisations.”

We’re calling **today’s and tomorrow’s CIOs** to come and learn from the **best thinking** in IT-led business transformation to realise the competitive advantage of IT in your organisation.

Lead and Transform develops the people and business skills of IT professionals from all sectors

We give IT Leaders the toolkit to deliver innovative business and technology solutions that truly transform the performance of their organisations.

We are all about people-led innovation, using technology to make a difference where it really counts.

Join our **IT Leadership Programme** and realise your full potential.

Five 1-day workshops;

Three 1:1 mentoring sessions;

Masters-level input.

- Build great people and business skills
- Increase IT leadership impact
- Transform the return on IT investments
- Future-proof your organisation for the Information Age
- Enable your team to take a lead in business innovation
- Prices from £2000+VAT per person

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People-led innovation enabled by IT.

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Leading the Way with IT - *The Workshops*

Workshop 1 Impact

IT Attention Deficit Disorder - assess the gaps in your organisation
From Deliverer to Innovator - change your rating on the IT leadership spectrum
Future-Proof your Team - talent mapping for the 21st Century
IT Leaders Impact and Influence - when and how to improve your impact

Workshop 2 Focus

The IT & Change Portfolio - prioritise the new, alongside delivery of business-as-usual.
Project Management 'Pick and Mix' - optimising project management practice for your business setting.
Benefits Planning for Projects - when to say 'go' or 'no go'? Keeping the focus on business benefits.

Workshop 3 Engage

Stakeholder Analysis - how engaged are your project teams?
Engagement strategies - bringing projects back on track.
Blockers, Laggards and Dark Forces - overcoming resistance and hazard warnings.
Project Health-Check - run a constructive project review.

Workshop 4 Deliver

Can you Measure it? - evaluate planned and unplanned benefits versus costs.
Knowledge Worker Productivity - increasing productivity in an 'always-connected' world.
AGILE IT - increase your team's agility.

Workshop 5 Innovate

Ideas Successfully Applied - taking inventions to wide adoption for business benefit.
Push and Pull - Innovation strategies in the web 2.0 world.
Social Business - assess the impact of social media on your business environment. What's here and what you need to know.
The Innovation Toolkit - how to apply it.

Workshops run @
The Evolve Centre,
Cygnet Way,
Rainton Bridge South Business Park,
Durham
DH4 5QY
<http://www.e-volve.sunderland.gov.uk/>

Introductory Rate per person:
5 workshops plus 1:1 mentoring: £2,750+VAT
5 workshops: £2,000+VAT

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To book a place contact: Alison Freer
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Tel: 0191 501 8550
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What to expect:

Over five 1-day workshops, and three 1:1 mentoring sessions, you'll benefit from Masters-level input on IT Leadership, Strategy and Business Innovation. You'll also discover what some of the world's best are doing to catch the next wave of IT-enabled business innovation.

This programme is a chance to step back and see new ways of addressing the IT leadership challenges on your agenda.

You apply IT leadership tools to your real-world projects and business priorities :

- Learn best practice in IT-enabled business transformation;
- Maximise return on IT-led investments in your organisation;
- Build your personal confidence and your team's impact in delivering business benefits;
- Network with other IT leaders;
- Lead the way with IT-enabled innovation for your organisation.

By the end of the programme you'll see tangible progress. If you're up for stimulating ideas, interaction, insight and fresh thinking, this programme is for you.

Mentoring:

Optional 1:1 mentoring helps you maintain momentum between workshops. Three, confidential mentoring sessions, scheduled to suit you.

Our mentors help you address challenges such as :

- Improving the cost-effectiveness of current IT infrastructures;
- Increasing customer service performance amongst technical teams;
- Invigorating project and programme management practice;
- Devising workable social media and marketing strategies;
- Creating new strategies for tackling tricky working relationships.

You agree your agenda with your mentor who will create thinking space, challenge and advice to accelerate your progress.

The Venue:

We're hosting the workshops at **The Evolve Centre** between Durham and Sunderland which is a great space for networking and learning and easily accessible from all directions.

Meet the Programme Leaders:

Colin Ashurst - Senior Teaching Fellow, Durham Business School



Colin is one of the UK's leading authorities on how IT-enabled business transformation yields maximum value for all. He has held senior IT leadership roles with Microsoft and ASDA, as well as large programme

management experience at Price Waterhouse Coopers, Deloitte and Ernst & Young. As a teaching fellow and CIO at Durham Business School, Colin brings the latest thinking in the international IT arena to all aspects of the Programme. His work with Durham University takes him all over the world, and he is regularly invited to speak at key IT Leadership events. Colin combines acute business understanding with a passion for sharing and embedding the best IT Transformation practices.

Alison Freer - Director and Leadership Coach, Lead & Transform



Alison is a leadership coach and consultant with over 16 years of working with IT leaders and their teams in organisations including: Siemens; the NHS; Nexus; Granada Learning; Bond

Solutions; Newcastle University and O2. She is highly regarded for giving IT leaders the confidence to tackle business challenges and achieve constructive outcomes for all. She combines business psychology with the real-world pragmatism needed for effective transformational change.

A founding director of Lead & Transform, Alison also actively researches best practice in IT-enabled business innovation with some of the world's leading corporations.

Get in touch to book your place on this programme or to discuss our in-house and bespoke options.

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