IT BUSINESS TRANSFORMATION PROGRAM

Program for Experienced Business and IT Leaders, Partners, Project Leaders, and Experts

In a digital world, where the development from social media to big data constantly creates and changes the rules, it is paramount for IT and business leaders as well as and professionals to understand, navigate, and deliver in order to bridge the gap between clients/businesses and IT solutions and operations. Participation in this program will develop your competencies and enhance your contribution to your company's success and at the same time help you reach the full potential of your career.

The LimeGuild

CBS EXECUTIVE

PROGRAM BENEFITS FOR YOUR COMPANY

A Business and IT professional who understands the demands of the business as well as IT and is able to meet these demands. A person, who is able to identify expectations and spot conflicting needs, if any, and act accordingly.

Someone, who is capable of making a cross-organizational evaluation of the business potential as well as the consequences of implementation of new ideas.

PROGRAM BENEFITS FOR YOU

Insights and competencies that will strengthen your dialogue with your customers and users. Tools that will enable you to craft strategic business plans and innovative prototypes based on the specific needs of your company.

Module 1:
The World of the Client and the Business

Initially, we are establishing an overview of IT management within the context of business management. We address issues relevant to how human and digital resources can contribute to success, and encourage you to develop your own frameworks.

Some specific topics we'll address are:

IT Value Creation. How does IT create business value? The question may seem simple, but the answer is more complex. Without establishing some fundamental ideas about how IT actually creates value, we cannot address subsequent IT Leadership issues.

IT Strategy. How are IT resources prioritized with the purpose of optimizing the value for the business? In which way do advanced digital technologies change the possibilities for your organization? How to optimize utilization of scarce resources? On the basis of these questions, how can you and your colleagues contribute to the realization of a given strategy?

- Realizing value. Understanding how IT creates value, and successful strategy and prioritization still do not yield actual value. To realize value from IT investments, we must successfully manage execution, usually through implementation projects.
- Risk, service levels, and crisis. In order for the digital investments to maintain value it is necessary to be able to handle risk and manage crises. How will you be able to deliver the promised quality, and how to deliver it on time.

The above mentioned elements will be vital parts of the competency and career framework which you need to focus on in order to take your career to the next level.

Faculty: Professor Rob Austin from Copenhagen Business School. Rob Austin has also worked at the Technology and Operations Management at Harvard Business School.

Module 2: Business Development in Practice

A prerequisite to create value for your clients, is the ability to understand and structure customer needs, to develop relevant business models and to integrate digital solutions into these business models. Based on module 1, you will develop a concrete business plan.

Module 2 will enable you to:

- Combine customer needs and organizational competences into effective business models;
- Understand and use a state-of-the-art business development tool for transforming digital opportunities into profitable business models;
- Understand and define your own contributions to the creation of business value.

Faculty: Thomas Ritter, Professor of Market Strategy and Business Development, Copenhagen Business School

Module 3: Organizational Effectiveness

The success of a business and IT professional is mainly due to the ability to deliver within certain given conditions such as economics, time or quality. At the same time the business operation takes place in a constantly changing reality, which consists of many dilemmas i.e. stakeholders with competing agendas and different perceptions of how to solve problems through projects. It is therefore important to understand the political game and to be able to steer project processes successfully.

Module 3 will develop your skills by taking you through change management theory and a simulation where you are challenged to make decisions about an it-implementation project and then face the results of your decisions.

After module 3 you will be able to:
- Work effectively with aligning stakeholder expectations and perceptions, motivation factors, conflict management and personal communication.
- Base your decisions and actions on a better understanding of complex problems, the organization and people around you.

Faculty: External lecturer Steffen Löfvall, Copenhagen Business School. Steffen has vast experience with IT development, change management and organizational analysis in practice.

External lecturer Claus Nygaard, Copenhagen Business School. Claus has many years of experience with management efficiency and the development of IT, and a former Professor of Management Education at CBS.

Module 4: Innovation, Prototyping, and Communication

Innovation is far too important to the fortunes of an enterprise to be left to chance or ad hoc initiatives. The methods introduced in module 4 can be used to embed innovation as a core capability within the organization – similar to TQM or customer service. Imagine the benefits if:

- Every employee came to work each day believing that their ideas could shape the destiny of their enterprise
- They were skilled enough to uncover unmet needs, identify significant opportunities, and

champion big breakthrough ideas quickly and collaboratively.

Module 4 offers the tools, techniques, and strategies for participants to create a powerful discipline that makes innovation inevitable. Participants will be guided through a discovery process that blends theory and practice as they apply innovation methods to their own projects-and to the reinvention of their IT function and businesses. The highly interactive curriculum includes the following:

- Approaches to challenging conventional thinking and generating novel solutions
- A framework (CO-STAR™) for developing ideas to their full potential
- Communication techniques for presenting the value of their new idea in a simple yet persuasive manner
- Practice in running a Rapid Idea Improvement Session to efficiently gather stakeholder feedback
- The opportunity to collaborate with colleagues and develop their own ideas
- Tips for rapid prototyping and how to use experimentation to reduce risk
- Insights into the practices of world-class innovators

Faculty: Laszlo Gyorffy from Enterprise Development Group (EDG) based in Palo Alto in Silicon Valley, California. He works globally with organizations identifying trends in different industries. As part of this work he assists in creating business strategies and innovation management competencies enabling leaders and professionals to collaborate in creating the future.

THE IT BUSINESS TRANSFORMATION JOURNEY
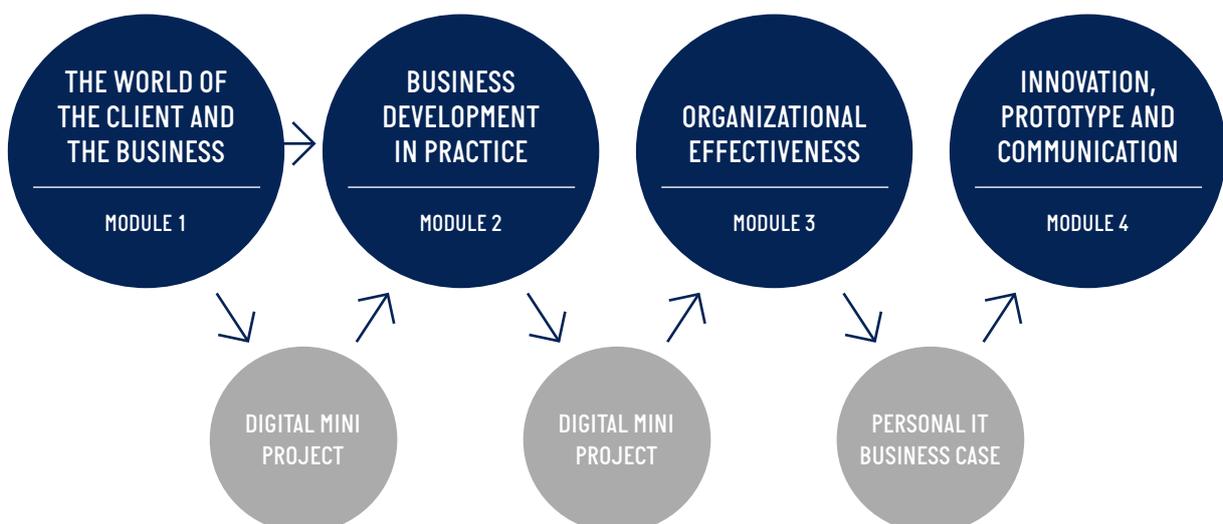
PARTICIPANT PROFILE

This program is designed primarily for IT and Business professionals and managers involved in efforts to achieve business results through the use of IT. These professionals are either engaged in cross-organizational IT work, or work in a company which main purpose is to develop digital solutions. The participant profile includes IT managers, internal/external business consultants, business professionals engaged in IT projects, and business managers whose areas of responsibility depend on IT capabilities.

You are an IT partner, an IT expert, an IT project manager, or an IT manager. You have already taken on substantial IT challenges and major responsibilities in your position. Your educational back ground may include various types of education, but most importantly, you are responsible for digital solutions.

Now you are ready for the next level: through significant development of your digital, innovative, and business capabilities, you want to enhance the competitiveness and value proposition of your organization and give your career a strong push forward.

THE HANDS-ON/MINDS-ON APPROACH

The entire program is built on a practical approach. This means that you will work with specific challenges linked to a relevant practice. The work will be carried out individually as well as in groups. The participants are required to present their work, and feedback will be given from the faculty as well as from fellow participants. Participants will therefore need to set aside 1 – 2 days between the modules for group work, reading, and preparation. Your organization also needs to be prepared to give relevant assignments to the participant/s.

PRACTICAL INFORMATION – TIME AND PLACE

Module 1: 28 April, 2015
Module 2: 18 June, 2015
Module 3: 26 August, 2015
Module 4: 6 October, 2015

VENUE

CBS Executive, Råvarebygningen, Porcelænshaven 22, 2000 Frederiksberg, Denmark

FEE

DKK 24,500 excl. VAT. The price includes the tuition, study materials, and catering in connection with the program. Individual travel and accommodation is not included. Where two or more colleagues from the same department participate in the same course, your company is offered a discount of 10% for the 2nd and all subsequent participants.

LANGUAGE

Please note, that this program will be taught in English. The IT Business Transformation Program is developed in co-operation between CBS Executive and The Lime Guild. Minor changes to the program may occur.

REGISTRATION

www.cbs-executive.dk/program/it-business. Registrations are possible until 1 March, 2015. For further information please contact Susanne Kandrup on mobile +45 23 70 82 68.

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