

Soft-Train



*At Soft-Train
Technology Works*

Managing Today's IT and Technical Professionals (2 Days) ST00080

COURSE GOAL: Learn how to get project teams, work groups and task forces working together more efficiently and productively.

PREREQUISITES: None.

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand what drive or motivates people
- Develop a broader organizational perspective
- Align the technical professional's goals with business goals
- Analyze performance based on business requirements.

KEY TOPICS:

I. Build a Great Team

- A.** My Role Model
- B.** Focus on Talent
- C.** Key IT Competencies
- D.** Send Sacred Cows to Pasture
- E.** Never Forget, You Are an Agent of Change
- F.** Start at the Top
- G.** Find a Friend in Human Resources
- H.** The High Performance Team

II. Proactively Establish Goals for IT

- A.** You Call the Shots
- B.** Discretionary Spending
- C.** Non-Discretionary Spending
- D.** Service Contracts
- E.** It Pays to Be Proactive
- F.** Whenever Possible, Integrate
- G.** Why I Am Comfortable With Numbers

III. Design the IT Strategy

- A.** You Were Hired to Solve a Crisis, But . . .
- B.** Learn From the Masters
- C.** My Approach to IT Strategy
- D.** Your Approach to IT Strategy

IV. Hold All of Your Vendors Accountable

- A.** Focus on Win-Win Scenarios
- B.** Real vs. Ideal

- C. Insist on Continuous Improvement
- D. Contract or No Contract, Get What You Need
- E. Internal IT Suppliers

V. Before Negotiating, Do Your Homework

- A. No Two Suppliers Are Alike
- B. How Did You Know That?
- C. Read That Contract Again Before You Renew It
- D. Make Sure Your Suppliers Follow Your Checklist
- E. Sometimes Regional Makes More Sense Than Global

VI. Manage Contacts, Don't just Sign Them

- A. The Seed Crystal
- B. A True Story
- C. It is never a One-Shot Deal
- D. Managing Contracts Like a Pro
- E. Do Not Focus Solely on Vendor Performance
- F. The Price of Ignorance
- G. Structure Contracts to Make Your Life Easier
- H. Seek Outside Help When Necessary
- I. Eyeball to Eyeball
- J. On-Sourcing Consideration

VII. Work With the Business

- A. IT's Unique Perspective: Worth More than All the Software in the World
- B. Formalize a Process for Joining the Discussion
- C. Processing Insight
- D. It Takes Two to Tango

- E. The New Model For Collaboration
- F. Sometimes There Are No Common Solutions

VIII. Manage and Market the IT Brand

- A. Telling the IT Story
- B. Branding Must Be Consistent With Reality
- C. Three Steps in the Right Direction
- D. Brand Identity
- E. Marketing the IT Brand
- F. Marketing the IT Portfolio
- G. Turn Consistency into a Discipline
- H. Brand management is Not Rocket Science
- I. The Medium is Still the Message

IX. Building Relationships Across the Enterprise – And Beyond

- A. Earning Credibility
- B. Creating Relationships, One-on-One
- C. Intangible, But Also Valuable
- D. Role of the IT Board
- E. Sharing Power and Responsibility
- F. Learning the Business
- G. Creating Relationships Upward
- H. Managing and Delegating Across the Enterprise
- I. Building Relationships with Vendors
- J. Getting and Staying on Message
- K. Make Sure that Everyone Knows that You Are Responsible and Accountable

X. Act Like a CEO

- A.** Climbing the Ziggurat
- B.** The Business Within the Business
- C.** Why You Need to Behave Like a CEO
- D.** Take a Step Back
- E.** Style Is Important
- F.** Do Not Forget Altruism
- G.** Outside vs. Inside
- H.** Find the Middle Ground