FOR *BUSINESS AND TECHNOLOGY* (;(&87,9(6

3URIHVVRU 3DXO 7DOORQ OHDGV DQ LQWHUDFWLYH ZRUNVKRS WKDW WHDFKHV SDUW
DQG LPSURYH WKH H[WHQW RI DOLJQPHQW EHWZHHQ ,7 DQG EXVLQHVV VWUDWHJ\ 0
UHFRJQL]H WKH LPSRUWDQFH RI DOLJQPHQW SODQQLQJ DQG VXEVHTXHQWO\ VWUXJJ
H[HFXWLRQ 7KH VWDNHV DUH HVSHFLDOO\ KLJK DV ,7 EHFRPHV LQFUHDVLQJO\ LPSR
VXFFHVV ,7 PLVDOLJQPHQW FDQ KDYH DQ DGYHUVH HIIHFW RQ ILUP SHUIRUPDQFH E
WKDW FRPSDQLHV DUH ORVLQJ RXW RQ KRZ EHVW WR XVH ,7 IRU FRPSHWLWLYH DGY
FRPSDQLHV GR WR DGGUHVV WKLV FKDOOHQJH" :RUNVKRS SDUWLFLSDQWV ZLOO OHD
FXUUHQW DQG IXWXUH ,7 DOLJQPHQW DVVHVVPHQW WKHQ ZLOO FUHDWH D URDGPDS
ZLWKLQ WKHLU FXUUHQW ,7 DOLJQPHQW SRUWIROLR 7KLV URDGPDS ZLOO DGGUHVV
FORXG VWUDWHJLHV UHDO RSWLRQV DQG ,7 SODWIRUP LQYHVWPHQWV

FEE
$3,2
Includes 12 hours of instruct
contact time plus 1:1 coaching
follow-up

LOCATION

D   D D   D

During this program you will:

• Develop an understanding of terms and techniques used to understand and measure
  current information technology and business strategy

• Benchmark IT alignment in your company against 400 global companies

• Discover best practices for managing IT and establish a roadmap for success

WHO SHOULD ATTEND?

The program is designed for mid-career professionals looking to improve their technology
management acumen and understanding of key ways that technology can improve business
performance.