

"Very thought-provoking content. An excellent way to discuss real topics."

"Surpassed my expectations. Not what I originally expected, but what I needed."

"Very challenging - took me out of my comfort zone but in a controlled way."

"Refreshed the way we think about IT investment, value creation and alignment with company strategy."

"10/10"



## Overview

How do leading organisations know that they are getting maximum value out of the money they invest in IT projects and services?

They apply tried and tested investment principles to deliver the highest possible return on investment at every stage in the investment cycle - from business innovation and value-driven investment planning through project selection, business case development, delivery, and whole-life IT service exploitation.

Use this intensive two-day masterclass to explore the subject in depth, to benchmark your own performance, and take away practical tips for radically enhancing the value of your company's IT investments.

## Objectives

The masterclass will provide you with a comprehensive set of principles, tools and tactics for using the investment process and plans to expose and enhance the value your company creates from IT.

- Diagnose your company's 'IT investment culture'
- Formulate achievable tactics for changing or enhancing the culture
- Define and use strategic investment principles for IT
- Integrate IT investment planning and exploitation with strategic and operational business management
- Develop and execute value-driven investment portfolios covering both projects and services
- Evaluate strategic IT options using investment scenarios

## Workshop Outline

### Where's the fire?

- Why we have a problem with IT investments
- How companies break the first strategic principle for IT
- What this means in practice
- Why many IT benefits realisation initiatives fail

### Case study

- Company profile and investment strategy
- The headline strategy for IT

### The investment culture, and IT

- How to diagnose the investment culture
- Where does IT fit in - driving, following or neither?
- Measures of success

### Strategic investment principles

- The power of strategic principles
- Applying corporate investment principles to IT
- Specific principles for IT investments

### Value-driven investment plans

- Developing and using a 'value portfolio'
- Choosing and investing in projects involving IT
- Investing in IT services
- Provisioning for unknown investments

### The investment proposal (business case)

- Developing the investment hypothesis
- Avoiding the justification trap
- Accountability for success
- The implications for project management

### Investment scenarios

- Fundamentals of scenario planning
- Using the investment plans to explore strategic scenarios, options and impacts:
  - Corporate and business strategies
  - Enterprise Architecture options
  - IT sourcing strategies

## About Chris Potts

Chris is a corporate strategist specialising in IT exploitation and investment in change. He works with executives in industry-leading companies helping them to integrate IT exploitation and investment into their mainstream business management, with advice and mentoring, hands-on help, facilitation and skills transfer.

Chris has twenty-one years' experience in corporate, business and IT strategies, IT investment management, enterprise architecture and hands-on IT delivery. He is a member of the Strategic Planning Society and Computer Weekly's panel of Strategy Clinic experts.