Essential IT for Non-IT Executives

In many companies, the relationship between IT and business leaders is like a troubled marriage. Miscommunication is rife, leaving executives struggling to figure out what’s working for the company, what’s not, and how to improve the situation. Can a marriage like this be saved?" —George Westerman, Faculty Director

Program Details
Do you feel as though everything regarding IT takes too long and costs too much? Do you lack the language and instincts to make good decisions regarding IT? Is your company falling behind the competition in your use of technology?

Essential IT for Non-IT Executives is designed to help non-technical senior business managers work with, oversee, and generate value from IT. Drawing on MIT Sloan research, faculty present strategies for instituting a working relationship between IT managers and business managers based on transparency—clear communication about IT performance and decision processes. The program is not meant to make an IT specialist out of every manager, but to make every manager confident in resolving IT issues and working with IT staff to make better decisions and to deliver better process change.

This course will help you optimize your role in the use of technology for competitive advantage.

Takeaways
Participants in this program will learn where IT is going, where it fits into their organizations, and how to govern it well. Managers will walk away thinking differently, being able to talk differently with the company’s IT professionals, and armed with real-life examples they can use to adjust and improve their organizational processes. Namely:

• How to design processes to use IT better
• How to work with IT people to make better decisions
• How to drive transformational change throughout the organization

Key areas of discussion will include:

• Governance: Effective IT management requires active involvement from both business and IT managers. A firm understanding of roles and responsibilities for specific decisions will help minimize potential areas of conflict.
• Discipline: IT cannot be everything to everybody. It is essential to set realistic goals and to manage everyone’s expectations throughout any IT-related initiative. Discipline is essential in getting business value from IT.
• Organizational Architecture: A well-managed, standardized platform is the foundation of IT effectiveness, risk management, and agility.
• Transparency: Transparency is key to better decision-making and business value from IT. Managers should identify specific issues a company needs to solve through IT, define and follow assigned milestones, and keep close track of success metrics.
• People and Culture: IT is more than just a technology challenge. Don’t forget the people and culture. Simply understanding the vocabulary and knowing how and whom to ask IT-related questions can help non-IT managers make great strides toward organizational change.

http://executive.mit.edu/it
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Sample Program Schedule
(subject to change)

Day 1
- 7:45 AM–8:30 AM: Registration and Continental Breakfast
- 8:30 AM–12:30 PM: Welcome and Introduction,
  IT as a Foundation for Execution,
  The Value of Effective IT Oversight
- 12:30 PM–1:30 PM: Luncheon
- 1:30 PM–5 PM: Portfolio Management and IT Savvy,
  IT and Business Change Management,
  Day 1 Summary
- 5:00 PM–6:00 PM: Reception

Day 2
- 7:45 AM–8:30 AM: Continental Breakfast
- 8:30 AM–11:45 AM: Welcome Back and Preview of Day 2
  Managing IT Risk Strategically
  Architecting Agility
- 11:45 AM–12:45 PM: Luncheon
- 12:45 PM–3:30 PM: How Top Performing Firms Govern IT
  Plotting Your Course with the Frameworks

Participants
This program is designed for line managers and corporate strategists who want a better handle on their role in IT oversight and management. The material is especially relevant for non-technical managers with IT responsibilities. In turn, IT managers will gain a better perspective on how to work productively with the company’s senior executives. In fact, we strongly encourage participants to attend this program in tandem or as teams of IT and non-IT managers. Away from the habitual patterns of everyday work, colleagues learn to collaborate in ways they’ve never thought possible.

Past participants have included senior managers at the division or corporate level:

- CEOs
- Corporate and strategic planners
- Presidents/EVPs
- COOs
- VPs of operations

Program Faculty
Please note that faculty are subject to change and not all faculty teach in each session of the program.

- Jeanne Ross
- George Westerman, Faculty Director
- Barbara Wixom

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“Dr. George Westerman is a phenomenal teacher—and I mean teacher in the very sense of the word. It’s not easy to teach executives... much less get their attention. His ability to tie real-world feedback into a methodology was impressive, and made the content jump to life. I am now using these concepts in my daily work, having just assumed executive ownership of a multimillion IT project this year.”

—Robert W.
Past Participant
Read this review and others online.

“This is a must attend program for every senior business executive who does not believe that IT can create business value.”

—Nagesh Y.
Past Participant
Read this review and others online.

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