



# IT Business Perspective in Action

June 21-22, 2021

CIO/IT Practitioner Capabilities Fulfillment Matrix	96% of CIOs surveyed say their role is expanding beyond traditional IT responsibilities	68% are responsible for creating new revenue-generating initiatives	40% are responsible to align IT initiatives with business goals	35% report their attention is commanded by business development	34% report their CEO's #2 priority for IT is to strengthen IT and business collaboration	28% report they are developing and refining business strategy	27% say their CEO wants their help to reach specific goals for corporate revenue growth	20% state their CEO wants them to collaborate with business departments on major customer initiatives
What the CEO Wants IT to Know	✓			✓				
Why a Business Perspective Must Be a Core IT Competency. Really? I Thought We Were Just Geeks!		✓	✓			✓		✓
Understanding and Applying the IT/Business Model – Part 1	✓		✓	✓		✓		
ITIL® 4's the Funnel and the Pipe: Translating Demand into Value		✓	✓				✓	
Governance, Vision, and Strategy – Not for the Meek!					✓	✓		
Case Study – IT Business Process Governance	✓							
Show Me the Money!		✓		✓			✓	
Breaking the Titanium Silo Walls through Relationship Building					✓			✓
Influencing without Authority – the Ultimate Value Skill					✓			
Resource Management Planning: Must-Have Business Skills for IT Leaders							✓	✓
Understanding and Applying the IT/Business Model – Part 2	✓			✓				
<b>BONUS: PRE-RECORDED SESSIONS - From ITIL 4 in Action presented earlier in 2021</b>								
ITIL 4's Magic Formula For Defining, Creating & Delivering Business Value	✓	✓	✓		✓	✓	✓	✓
Understanding ITIL 4's Value System, Value Chain, and Value Stream – in the Real World!		✓		✓				✓
Leverage Organizational Change Management Principles to Lead Successful Transformations	✓				✓			✓
Designing & Implementing Effective & Scalable Practice Governance Structures			✓	✓		✓	✓	