

# ICEX | intellectual capital exchange



trust experience connections

## education

### Education Series

This series is led by **Rick Swanborg**, founder of ICEX, Inc. Course materials are derived from practical, proven examples culled from his experience as a consultant, IT executive, researcher, entrepreneur and Professor at Boston University School of Management.

The series provides effective strategies, pragmatic options, and leading practices for:

- creating successful IT Strategy
- building effective organization and governance models
- improving delivery effectiveness
- and hiring, retaining and leading IT professionals

**This series will be made up of four courses:**

**Course 1: Mastering IT Strategy** – Real world processes and practices for strategy development and implementation that aligns with the business while cutting costs and delivering more value.

**Course 2: Architecture, Governance and Organization** – Review and discussion of the appropriate organizational models and practices for more effectively delivering IT value more efficiently.

**Course 3: Systems and Technology Delivery** – New and proven approaches for successfully implementing new technology and influencing the business to derive more value. Includes models for managing risk and changing user behavior.

**Course 4: Sourcing and Human Resources** – Optimizing resource utilization and people management in today's challenging environment, while building the foundation for the new business-aligned IT organization of tomorrow. Determining the right combination of outsourcing/insourcing, while creating an effective but flexible human resource strategy to support the changing organization.

For further information and course registration contact: Rick Swanborg [swanborg@icex.com](mailto:swanborg@icex.com).

### Mastering IT Strategy

- *How do you create an IT strategy when there is no enterprise strategy?*
- *When is the right time to conduct an IT strategy?*
- *What are the latest practices and models for a successful IT strategy?*
- *How can you be more effective in execution, and what measurements are appropriate for supporting change?*
- *How do you more effectively sell the value of strategic investments?*

This course provides effective strategies, pragmatic options, and leading practices for creating a successful IT Strategy, building effective organization and governance models, improving delivery effectiveness and hiring, retaining and leading IT professionals. It is comprised of real world processes and practices for strategy development and implementation that aligns with the business while cutting costs and delivering more value.

Mastering IT Strategy is led by **Rick Swanborg**, founder of ICEX, Inc. Insights and discussions are facilitated throughout the course as participants apply ideas generated here to work within their organizations. Lectures and discussions will cover four sessions:

**Course lectures and discussions will cover four sessions:**

**Week 1 – IT Strategy & Alignment Part 1** – Alternative practices, elements and issues related to developing and institutionalizing an IT strategy in today's environment that best aligns business and IT.

**Week 2 – IT Strategy & Alignment Part 2** – Additional options, insights and models for deciding when and how to conduct an IT Strategy.

### >> experiential learning

ICEX provides educational opportunities for IT and business leaders who want to improve their skills to manage and leverage Information Technology (IT) more effectively.

Participants will master the complex methods and practices to frame a problem, and propose an actionable solution, that would be expected from top consultants and IT Executives.

**Week 3 – Alignment and Metrics** – An in-depth discussion on the latest practices for measuring IT Performance and achieving IT Value. This segment will provide new insights on both successful and failed attempts of measurement programs. How IT measurement programs, and linking them to business value, may be impossible.

**Week 4 – IT Value** – Practices, tools and approaches for identifying and leveraging value from IT Investments. How to understand, communicate and leverage IT investments for achieving better business value.

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