

## It Savvy What Top Executives Must Know To Go From Pain To Gain

A blueprint for reinventing the core of your business Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. *Digital@Scale* examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

Drawing on the author's recent and ongoing research this book explores how to build the organizational capability to realise the strategic potential of information technology. It tackles the gap between theory and practice and how to gain wider adoption of successful socio-technical and benefits-driven approaches to investments in IT.

*Straight from the China CEO: Advice on leading operations in the world's fastest-moving, highest stakes market.* 25 top executives leading high-profile multinational companies in China, as well as seasoned and respected China-based consultants, give their front-line advice on succeeding in this market. Soaring spending power among the world's largest consumer population, radical digital transformation creating a cash-less, 'always on' society, severe generation gaps – these are just some of the factors which have completely transformed China since 2006, the year when the first volume of *China CEO* was published. And these are three of the main reasons the authors have again teamed up to put together this second volume – collecting entirely new content via in-depth, exclusive interviews with the heads of 25 high-profile CEOs of multinational companies in China, as well as a number of highly respected consultants who have built their careers by delivering advice on succeeding in the market. In this book, CEOs and experts share their strategies for overcoming the most pressing issues faced by business leaders in China now, including: fierce competition from strong, globalized Chinese companies; working with the powerful, complex Chinese government; and successfully attracting the nation's wealthy but fickle and tech-savvy domestic consumers. Top executives and consultants also divulge their secrets for keeping up with China's astoundingly broad and rapid digital transformation in which the nation is now leading the world in mobile payment, online shopping, social media, Artificial Intelligence, and facial and voice recognition. They also discuss trends including localization of top positions in China, the rise of female top executives in the country and the challenge of attracting the nation's highly international, purpose driven millennials. Hear directly from the China CEOs of: ABB, AB InBev, Bayer, Bosch, Carrefour, Coca-Cola, IKEA, Korn Ferry, Lego, L'Oreal, NIIT, Mango, Manulife, Marriott, Maserati, Microsoft, Philips, Scania, SAP, Sony, Standard Chartered, Tata, Udacity, Victoria's Secret (Lbrands Int'l), Volvo, etc. Learn from seasoned China experts at McKinsey & Co, Economist Group, and more Written in a practical, easy-to-read format ideal for busy

professionals, educators, and students China CEO II: Voices of Experience from 25 Top Executives Leading MNCs in China is an invaluable resource for any professionals seeking to work in or with China, or executives expanding their responsibilities in China, and those involved in international business, finance or executive programmes.

Get noticed as valued Tech-Fluent professional, manager, or executive If you are a non-technical professional, manager, or an executive with a desire to understand emerging major technology concepts without drowning in technical complexity, then you've come to the right place! There was a time when you could ignore technology and treat IT as "that geeky thing." But that world has changed. Technology is increasingly integrated into the fabric of business strategy and decision making. Senior executives and business managers are often called to make decisions on topics that have significant technology underpinnings, and yet, many struggle with the concepts that are becoming pervasive. Technology fluency is no longer an option but a necessity for success in many industries that are getting transformed by advances in technology. Written for non-technical professionals, this short, "airport and free-time friendly" easy-to-read guide covers ten modern and high-impact technology concepts. This primer is designed to help you get smart on critical advancements without complicated terminology, graphics, flow-charts, and needlessly pedantic explanations. Ten topics, shown below, are covered with a focus on a basic understanding of the concepts and their relevance to everyday business and the functioning of the enterprise. Cloud - what it is and types of Cloud XaaS- "Something-as-a-Service: IaaS, PaaS, SaaS Virtualization & Containerization Big Data Agile & DevOps - their role in nimbler enterprises Analytics & AI/ML Blockchain Robotics and RPA IoT Shortlist of other emerging topics (e.g., NoOps, AR/VR) Arm yourself with a fundamental understanding of these concepts so you can better participate in business decisions and related conversations, and come across as a knowledgeable, tech-savvy contributor.

The issues, opportunities and challenges of aligning information technology more closely with an organization and effectively governing an organization's Information Technology (IT) investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management in enterprises on a global basis. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate, invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations. Much has been written and documented about the individual components of IT Governance such as strategic planning, demand (portfolio investment) management, program and project management, IT service management and delivery, strategic sourcing and outsourcing, performance management and metrics, like the balanced scorecard, compliance and others. Much less has been written about a comprehensive and integrated IT/Business Alignment, Planning, Execution and Governance approach. This new title fills that need in the marketplace and gives readers a structured and practical solutions using the best of the best principles available today. The book is divided into nine chapters, which cover the three critical pillars necessary to develop, execute and sustain a robust and effective IT governance environment - leadership and proactive people and change agents, flexible and scalable processes and enabling technology. Each of the chapters also covers

one or more of the following action oriented topics: demand management and alignment (the why and what of IT – strategic planning, portfolio investment management, decision authority, etc.); execution management (includes the how - Program/Project Management, IT Service Management with IT Infrastructure Library (ITIL) and Strategic Sourcing and outsourcing); performance, risk and contingency management (e.g. includes COBIT, the balanced scorecard and other metrics and controls); and leadership, teams and people skills.

Business management.

Providing both strategies and action items, LinkedIn for the Savvy Executive, Second Edition is an outstanding resource for professionals who want to take action to increase their visibility and influence, attract high-performing talent and power their career.

Technological advancements are often regarded as positive, as they are usually expected to make life and business easier. While this can often be the case, it is not always true, and much of the improvement in the realm of technology comes from analysis of new technologies for effectiveness. Technology Management in Organizational and Societal Contexts is a critical scholarly publication that explores the relationship between businesses and institutions and technology and analyzes the outcomes in order to promote improvement. Featuring coverage on a wide range of topics, such as e-services, multimedia in education, and issues of emerging technologies, this publication is geared towards academicians, researchers, and students seeking relevant and current research on the interactions between organizations and technology.

Why can't you get what you really want from IT? All you desire is a ready-and-willing partner to help you exploit IT to drive your business. Instead, you get endless rules and regulations, not to mention processes, projects, and technologies that deliver too little, too late, for too much. It's frustrating! How to build a relationship that puts you firmly in control and produces the business results you need? In The 8 Things We Hate About IT, Susan Cramm provides the answers. Start by understanding differences between operational and IT managers - in backgrounds, personality, pressures, and incentives. Cramm explains how differences prevent operational managers and IT from communicating what, why, and how they do what they do. Citing case studies and stories, the author then presents practical strategies for overcoming the difficulty. These include seeing things from your IT partners' perspective, developing a single version of 'truth,' and assuming accountability for IT just as you've done for management of your firm's financial and human resources. Brutally honest, provocative, and filled with sound advice, this book reveals that the key to solving the IT problem is decidedly un-IT: it's a deeper understanding of human behavior, including how to apply your leadership skills to the world of IT.

Digital transformation is not about technology--it's about change. In the rapidly changing digital economy, you can't succeed by merely tweaking management practices that led to past success. And yet, while many leaders and managers recognize the threat from digital--and the potential opportunity--they lack a common language and compelling framework

to help them assess it and guide them in responding. They don't know how to think about their digital business model. In this concise, practical book, MIT digital research leaders Peter Weill and Stephanie Woerner provide a powerful yet straightforward framework that has been field-tested globally with dozens of senior management teams. Based on years of study at the MIT Center for Information Systems Research (CISR), the authors find that digitization is moving companies' business models on two dimensions: from value chains to digital ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help you tackle the threats, leverage the opportunities, and create winning digital strategies.

Tired of spending money on IT without understanding your investment? Not getting the results you need in the time frame you expected? Then you and your firm are probably not IT savvy. IT-savvy executives think, talk, and act digitally in all their business decisions and activities. They depend upon a reusable digital platform of business processes, data, and systems and don't shy away from addressing IT-related business problems. And as a result, their firms enjoy margins up to 20 percent higher than their competitors. Yes, IT can be particularly challenging for a number of reasons such as its unfamiliar vocabulary, elusive benefits, and all-too-familiar rat wheel of dysfunction. IT Savvy can help: The authors identify five imperatives that will help you drive value from IT, with detailed explanations on their implementation. You'll increase your fluency and even learn to leverage IT for profitable growth. For example, you'll start to build a digital ROI into managers' job descriptions, then hold them accountable for using your company's IT activities as assets. Bolstered by years of research and work with top executives, this book will help you become fearless in your discussions of all things digital. And it will prove that being IT savvy pays off.

Digitization of business interactions and processes is advancing full bore. But in many organizations, returns from IT investments are flatlining, even as technology spending has skyrocketed. These challenges call for new levels of IT savvy: the ability of all managers-IT or non-IT-to transform their company's technology assets into operational efficiencies that boost margins. Companies with IT-savvy managers are 20 percent more profitable than their competitors. In IT Savvy, Peter Weill and Jeanne Ross-two of the world's foremost authorities on using IT in business-explain how non-IT executives can acquire this savvy. Concise and practical, the book describes the practices, competencies, and leadership skills non-IT managers need to succeed in the digital economy. You'll discover how to: -Define your firm's

operating model-how IT can help you do business -Revamp your IT funding model to support your operating model -Build a digitized platform of business processes, IT systems, and data to execute on the model -Determine IT decision rights -Extract more business value from your IT assets Packed with examples and based on research into eighteen hundred organizations in more than sixty countries, IT Savvy is required reading for non-IT managers seeking to push their company's performance to new heights.

A groundbreaking study, the first ever, of women executives in Fortune 100-sized companies.

Gone are the days when technology used to be just an enabler of business. Technology developments like the Internet and e-commerce are making several businesses redundant at a breathtaking pace. Successful businesses are those that figure out new ways to understand and serve their customers using technology. In his book Sanjay Maradi using the flat world phenomenon as a backdrop, explains how technology and the teams that work with it have evolved to keep pace with the economy. This historical view helps readers understand how we got here. This understanding provides insights to the path organizations must take to leverage technology for the benefit of their key stakeholder – the customer. • We have truly come full circle: an earth that was once believed to be flat is now known to be round, while economies, countries and cultures that were once separate, distinct and individual are now globally accessible and interconnected. Leaders of businesses that want to Succeed in the Flat World need only read Maradi's new book for directions on how to navigate their path. -Marshall Goldsmith - million-selling author of the New York Times bestsellers, MOJO and What Got You Here Won't Get You There • "Business Technology has indeed moved from the CIO's office to that of the CEO – Something which is beautifully brought out by this book!!!" -Rajnish Virmani, Managing Partner – India, Positive Momentum Limited • "Realisation of great ideas often dodge great leaders. This book is set to shake them into recognition of the flat world and power of BT. The concept and anecdotes makes it an interesting reading. A must for Start-up's and business leaders on the rise." -Sujoy Guha, CEO & MD, CriticalLog (I) Pvt. Ltd. • "The pace of change today, requires every organisation, big and small, to be nimble footed. Advances in technology have at once been, exhilarating and disconcerting and this book should serve as an invaluable guide to business leaders seeking to navigate the Technology highway." -TT Srinivasaraghavan, MD, Sundram Finance • Getting technology right and getting the right technology will be at the forefront of all enterprises. This book is a must read for all those who need to be accountable for technology. -Deepti Vijaya, VP, TCS Financial Solutions • "A must-read for business leaders keen on understanding how to better leverage technology for the benefit of their business." -Shanmugam Nagappan, MD, Pride Technologies India This book considers the topic of achieving value from IT from both theoretical and practical perspectives. It is based on extensive research which produced a comprehensive understanding and analysis of the issues involved and innovative

new approaches that addressed those issues plus considerable practical application, in a wide range of organisations of the ideas, processes, tools and techniques that were developed. The book describes how IS/IT investments can be aligned accurately with organisational strategy and how the approach and 'tool-kit' can be used by business managers and IS/IT spec.

Enterprise architecture defines a firm's needs for standardized tasks, job roles, systems, infrastructure, and data in core business processes. This book explains enterprise architecture's vital role in enabling - or constraining - the execution of business strategy. It provides frameworks, case examples, and more.

Information Strategy Design and Practices develops a framework for designing information technology strategy for an organization. Beyond this, it establishes an approach to not only implement it, but sustain it. The framework explains how IT strategy should have an alignment to business to reap the benefits of business. The book contains five case studies in different domains: retail, real estate development, IT product development, development sector, and education sector. These case studies have been applied to different countries, providing a global prospective to this emerging trend.

This book examines the interplay between IT solutions and specific management methods in organizations. In particular, it assesses the impact of IT reliability on factors like employees' commitment and organizational performance. After developing the necessary theoretical foundation, the book presents a framework for aligning IT solutions with a number of specific management methods in organizations. In addition, it demonstrates the extent to which IT reliability can be an indicator for this alignment, and discusses the impact on employees' commitment and organizational performance under various management methods. Case studies from organizations in Switzerland and Poland help to illustrate the findings. In closing, the book presents roadmaps for improving IT and business alignment so as to achieve higher commitment and better results.

Valuable business skills from a leading project management expert To make the leap from average to superior, you must develop the skills to manage each project like a small business. The Business-Savvy Project Manager thoroughly explains key concepts, principles, and tools for project managers to provide organizations with superior return-oninvestment and top performance. From portfolio management and strategic alignment to calculation of economic metrics and effective use of both financial and nonfinancial criteria in project proposals, it gives you the business savvy for top-level performance and certain career success.

For the first time, enjoy Mark Schwartz's two books on IT leadership in the modern enterprise world in one ebook bundle. A Seat at the Table and The Art of Business Value pave the path for the modern CIO and IT department.

Take risks, reach past your comfort zone and focus on the big picture. These are among the tips in "Going to the Top", learned from Gallagher's groundbreaking research with more than 200 women who have successfully climbed the corporate ladder.

Written by a Web marketing expert, "Cashing In with Content" interviews 20 of today's most innovative Web marketers and shares their secrets for using content to turn browsers into buyers. It also shows how to encourage repeat business and reveals how to

unleash the amazing power of viral marketing.

IT is more about people than about technology, and most IT problems come from misunderstandings between business and technology people. Wouldn't it be great if there was a book that IT people could give to their business customers to help explain the issues faced by IT organizations? This book explains all of the things about IT that business people really need to know. This isn't the technical stuff; it's the IT issues caused by various factors outside the control of the IT group---the things that tend to make IT unsuccessful no matter who the people are in the IT or business roles. Take these factors into account in your planning, and your business IT will become wildly successful. And as an added benefit, IT people reading the book can find out why their jobs are so difficult and unappreciated, and how to make those jobs more enjoyable.

This book examines first examines the phenomenon of global business and then analyses what is different about global business and therefore what is uniquely required to be a successful global leader. It lays out how companies can develop successful global leaders and what individuals can do to develop themselves into successful global leaders. Readers will walk away with a clear understanding of how and why globalization of business has happened. They will understand what is unique about global leadership compared to domestic leadership. With that insight and through examples, they will come to see what is uniquely required to be a successful global leader. Finally, readers will walk away with clear insights on how they can develop global leaders and what they can do to strengthen their own global leadership capabilities. The book is based on more than 300 interviews with top corporate executives from around the world and across a wide variety of industries, hundreds of surveys, and over 60 years of combined experience. Top executives will find this book helpful in determining how they can ensure that their firm has the right quality and quantity of global leaders it needs to capture the global growth opportunities before them.

IT SavvyWhat Top Executives Must Know to Go from Pain to GainHarvard Business Press

An executive's transition into any leadership role can be a challenge. Such transitions do not always go smoothly, and the negative consequences can be significant. This is particularly so for Chief Information Officers (CIOs), as the role has evolved significantly over the years yet remains deeply ambiguous. This is despite information and technology moving from the periphery of an organization to a fundamental driver of innovation and competitive advantage. This book is to help the newly appointed CIO "take charge": the process of learning and taking action that the newly appointed CIO goes through until s/he has mastered the new assignment in sufficient depth to be effective in the role. This book provides keen insights into the challenges faced by today's CIOs while transitioning into a new role and enlightens readers on how to navigate the organizational environment in order to implement necessary changes. With plenty of practical tools and insights it will help you to:

- Decide how best to approach the job
- Prioritize the first areas of the business you should attend to
- Draw up your goals for the first few weeks and months into the role
- Find out if there are there any decisions that you can postpone making

Based on over 200 interviews with CIOs, CxOs, and recruiters, this book offers readers guidance on how to take on the role of a business executive with special responsibility for information and technology, with ten key prescriptions to maximize success.

Firms with superior IT governance have more than 25% higher profits than firms with poor governance given the same strategic objectives. These top performers have custom designed IT governance for their strategies. Just as corporate governance aims to ensure quality

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decisions about all corporate assets, IT governance links IT decisions with company objectives and monitors performance and accountability. Based on a study of 250 enterprises worldwide, IT Governance shows how to design and implement a system of decision rights that will transform IT from an expense to a profitable investment.

Two of the nation's most successful corporate leadership consultants now reveal their proven, systematic program for using the power of "high-integrity" politics to achieve career success, maximize team impact, and protect the company's reputation and bottom line. Each day in business, a corporate version of "survival of the fittest" is played out. Power plays, turf battles, deceptions, and sabotages block individuals' career progress and threaten companies' resources and results. In *Survival of the Savvy*, Rick Brandon and Marty Seldman provide ethical but street-smart strategies for navigating corporate politics to gain "impact with integrity," helping readers to: -Identify political styles at work through the Style Strengths Finder, and avoid being under or overly political -Discover the corporate "buzz" on you, and manage the corporate "airwaves" -Decipher unwritten company rules and protect yourself from sabotage and hidden agendas -Build key networks to promote yourself and your ideas with integrity -Learn to detect deception and filter misleading information -Increase your team's organizational savvy, influence, and impact -Gauge the political health of the company and forge a high-integrity political culture In addition, *Survival of the Savvy* helps individuals discover and overcome their own political blind spots and vulnerabilities. They learn step-by-step methods to avoid being underestimated or denied full recognition for their achievements. It shows them how to put forward their ideas and advance their careers in an ethical manner, with a high level of political awareness and skill. After reading this book, you will never have to say, "I didn't see it coming." Organizational savvy is a mission-critical competency for the complete leader. This timely and timeless book provides cutting-edge strategies and skills for surviving and thriving as you build individual and company success.

You want a practical approach to navigating your executive or professional career. What are the essential elements to successful work outcomes? You are tasked with the hiring or termination of an executive. What should your organization be thinking about? After two decades of immersing himself in the successes and challenges of his clients' careers and businesses, G. A. Finch has some suggestions. "The Savvy Executive" will guide you in: \*Understanding and negotiating employment contracts and severance agreements\*Protecting the executive or the organization\*Leaving nothing financial on the table or misunderstood\*Managing executive compensation\*Developing critical executive skills\*Presenting the executive's best professional self\*Enhancing executive health and productivity\*Cultivating executive resilience and reinvention"The Savvy Executive" brings career insights and lessons all together for you to live the executive life that you desire and for companies to obtain salutary employment results.

This book is a revised edition of the best selling title *Implementing IT Governance* (ISBN 978 90 8753 119 5).For trainers free additional material of this book is available. This can be found under the "Training Material" tab. Log in with your trainer account to access the material.In all enterprises around the world, the issues, opportunities and challenges of aligning IT more closely with the organization and effectively governing an organization s IT investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate, invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations.Much has been written and documented about the individual components of IT Governance such as strategic planning, demand management, program and project management, IT service management, strategic sourcing and outsourcing, performance management, metrics, compliance and others. Much less has been written

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about a comprehensive and integrated approach for IT/Business Alignment, Planning, Execution and Governance. This title fills that need in the marketplace and offers readers structured and practical solutions using the best of the best practices available today. The book is divided into two parts, which cover the three critical pillars necessary to develop, execute and sustain a robust and effective IT governance environment:- Leadership, people, organization and strategy,- IT governance, its major component processes and enabling technologies.Each of the chapters also covers one or more of the following action oriented topics: - the why and what of IT: strategic planning, portfolio investment management, decision authority, etc.; - the how of IT: Program/Project Management, IT Service Management (including ITIL); Strategic Sourcing and outsourcing; performance, risk and contingency management (including COBIT, the Balanced Scorecard etc.) and leadership, team management and professional competences.

Rising to Power is a time tested, wisdom-packed guide for executives desiring to be exceptional leaders as they navigate their ascent to the highest levels of their organization. Nearly two-thirds of all leaders entering executive roles lack sufficient understanding of what is required and are unprepared for what they will face, which explains why 50 percent of them fail within the first eighteen months. For decades we have known that failure rates among transitioning executives are too high, causing exorbitant costs, damaged organizations, and stalled careers. Still, little has changed in the way organizations prepare leaders to assume executive positions. Three-fourths of new executives say their organization did not adequately prepare them for the executive office. It doesn't have to be this way. If you are an executive—or you're aspiring to be one—and considering how you will navigate the ascent in your organization, Rising to Power will serve you like no other resource can. Odds are high you have watched a promising executive fail on their way up. Like many, you scratched your head, wondering, "Why didn't they see that coming?" Now you're hoping not to be the next one that falls. Rising to Power will guide you on a predictable journey of ascent, through the transitional moments and issues most common in executive failure. It will bolster your confidence, open your eyes, deepen your insight, and if you let it, reveal your own proclivities for failure that you may not even recognize. Based on a ten-year longitudinal study, Rising to Power offers a profoundly new way of looking at an executive's rise in an organization, and offers an approach to significantly increase your odds of success.

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: "What should we do about shadow IT?" She's decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it's time for a manifesto for leaders who recognize—and are nervous about—the demands of the digital age. Whether you're an executive, department head, or IT manager, The New IT provides an action-ready blueprint for building and strengthening the role of IT in your company—and prescribing IT's future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company's culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. The New IT provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn

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how to bring your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for *The New IT* "Jill has penned a de Toquevillean map of the digital world. Should be a required text for every business leader in the country." Thornton May, futurist and author of *The New Know* "Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT." Kimberly Stevenson, Vice President and Chief Information Officer, Intel "Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It's a timely book that should be read by executives across organizations." Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles "A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset." Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of *IT Governance* "Everywhere I go I hear complaints about the old IT. Jill Dyché's book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!" Thomas H. Davenport, Distinguished Professor, Babson College, and author of *Competing on Analytics and Big Data @ Work*

Charan has seen the business world from both ends of the spectrum. While growing up in India, working in his family shoe business, he came to understand how a business works and the critical elements of success. A powerful lesson in what is really important in business, this remarkable book takes the lessons of the peddler and reveals how they can be used by the rest of us. Enterprise architecture is leading IT's way to the executive boardroom, as CIOs are now taking their place at the management table. Organizations investing their time, money, and talent in enterprise architecture (EA) have realized significant process improvement and competitive advantage. However, as these organizations discovered, it is one thing to acquire a game-changing technology but quite another to discover ways to use it well. A project of the Society for Information Management's Enterprise Architecture Working Group and edited by Leon A. Kappelman, *The SIM Guide to Enterprise Architecture* provides insights from leading authorities on EA, including John Zachman, Larry DeBoever, George Paras, Jeanne Ross, and Randy Hite. The book supplies a solid understanding of key concepts for effectively leveraging EA to redesign business processes, integrate services, and become an Information Age enterprise. Beginning with a look at current theory and frameworks, the book discusses the practical application of enterprise architecture and includes a wealth of best practices, resources, and references. It contains the SIM survey of IT organizations' EA activities, which provides important metrics for evaluating progress and success. Successful businesses exploit synergy among business functions and push the boundaries of process design. IT's cross-functional position uniquely qualifies it to lead process innovation. EA lets CIOs integrate technology with business vision and is the roadmap for implementing new systems, changing behavior, and driving value. This book explores the vision, foundation, and enabling technology required to successfully transform organizations with enterprise architecture.

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the

products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, *INSPIRED* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—*INSPIRED* will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of *INSPIRED*, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

Introduction: are you ready for 2030? -- Qualities of courageous leadership -- What keeps the CEO up at night -- Driving innovation across the enterprise -- Leaders of transformational change -- Elevation and career ascent -- The "eyes and ears" of the enterprise -- Building a robust network of partners -- Key takeaways

Solid guidance for CIOs on integration of technology into business models Strategic IT Best Practices for IT Managers and Executives is an exciting new book focused on the transition currently taking place in the CIO role, which involves developing a capacity for thinking strategically and effectively engaging peers in the senior executive team. This involves changing both theirs, and often their colleagues', mindsets about technology and their role in the organization. Straightforward and clear, this book fills the need for understanding the learning processes that have shaped the strategic mindsets of technology executives who have successfully made the transition from a technology-focused expert mindset to a strategic orientation that adds value to the business. Defines strategy advocacy as a process through which technology leaders in organizations build on their functional expertise Focuses on the shift in mindset necessary for technology executives to establish a seat at the table in the C suite as a respected strategic colleague Includes stories of high performing CIOs and how they learned successful strategies for getting technology positioned as a strategic driver across the business Written by Art Langer and Lyle Yorks, recognized authorities in the areas of technology management and leadership, Strategic IT Best Practices for IT Managers and Executives includes anecdotes

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from CIOs at companies including BP, Prudential, Covance, Guardian, Merck, and others.

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