

# برنامج معهد تكنولوجيا المعلومات

”بهدف تعزيز مدرءا تقنية المعلومات حول العالم في تحقيق نجاحات أكثر“

## IT Manager Institute Program

“helping IT managers of the world achieve more success”

### IT Business Manager Certification (ITBMC)

Developed in a joint venture between Belmont University and MDE Enterprises, Inc. USA



March 3rd - 6th, 2014  
Taj Palace Hotel, Deira,  
Dubai - UAE



**MDE Enterprises, Inc. and Belmont University** co-sponsored the first IT manager certification in the industry that focuses on the “business of managing technology” versus managing technology, a big difference.

Managers who attend the IT Manager Institute and pass a 5-part exam attain IT Business Manager Certification (ITBMC) status. The objective of the ITBMC certification is to develop the skills of IT managers around the world and to create a standard foundation for them to build upon to achieve more success.

IT managers have one of the most difficult management roles in a company and are generally unprepared to move from their technology roles to management. The IT Manager Institute was designed to help any IT manager or CIO make this transition by focusing on key success factors for IT success.

ITBMC certification is gaining worldwide recognition as a standard that will improve the results of companies in any industry as IT managers learn to deliver tangible business value.

#### Are you aware of these facts?

- Studies suggest over 50% of IT organizations are out of sync with their company. Unfortunately, IT managers who are out of sync usually do not realize it.
- Most IT organizations lack credibility with their business client. Do you know why and can you fix it?
- Your IT Organization is probably viewed as reactive. Learn how to become proactive and experience positive differences.
- There is a simple reason IT managers struggle to communicate with senior managers. Learn what it is and they will take notice and want to listen to you.
- Budgets and strategies should be simple and quick to build; they are when you know how and have practical tools to help.
- IT employees can be challenging to manage. Learn what makes IT people “tick” and how to motivate and focus them to build a world class IT support team.

The IT Manager Institute provides a straightforward process and tools that addresses all of these problems and helps managers apply proper IT support focus for their company.

Join us in the next IT Manager Institute and earn your IT Business Manager Certification (ITBMC). It is an investment that will pay for itself many times over and boost your career. We have 100% positive feedback and thousands of IT managers around the world using our proven IT management processes and tools.

**قامت شركة أم دي إي و جامعة بلumont** برعاية شهادة مدير تقنية المعلومات التي هي الأولى من نوعها في المجال وتركز على «أعمال إدارة التقنية»، مما يختلف عن إدارة التكنولوجيا. والجدير بالذكر أن المدراء الذين يحضرون هذا البرنامج وينجحون في خمسة أجزاء من الامتحان سيحصلون على شهادة ITBMC. تهدف هذه الشهادة لتعزيز تنمية مهارات مديري تكنولوجيا المعلومات في جميع أنحاء العالم، وإنشاء مؤسسة معيارية شاملة لهذا الغرض. تم تصميم معهد مدير تقنية المعلومات ليساعد أي مدير تقنية المعلومات أو مدير تنفيذي للتقنية على التركيز في أساسيات الإدارة السليمة مما ييسر له الانتقال إلى مهام الإدارة بشكل عام.

علما بأن شهادة ITBMC تكتسب اعترافا عالميا كمعيار و الذي من شأنه تحسين نتائج الشركات في أي مجال حيث يتعلم مدير التقنية انجاز نتائج عملية ملموسة.

#### هل تعرف عن هذه الحقائق ؟

- تشير الدراسات إلى أن أكثر من 50% من إدارات تقنية المعلومات غير متزامنة مع خطط سير شركاتها. وللأسف، كثير من هؤلاء مدراء التقنية الغير متزامنين لا يدركون هذه الحقيقة.
- معظم الشركات تفقد ثقة عملائها ، هل تعرف لماذا وكيف تحله ؟
- من المرجح أن إدارتك لتقنية المعلومات ينظر إليها على أنها رجعية أو تفاعلية، تعلم كيف تكون استباقيا واشعر بالفرق الإيجابي.
- هناك سبب بسيط لمعاناة مدراء تقنية المعلومات في التواصل مع الرؤساء. تعلم عن هذا السبب لترى رؤسائك يستمعون إليك.
- يجدر بالميزانيات والاستراتيجيات أن تكون غير معقدة وسريعة البناء وذلك عندما تعرف عن كيفية التعامل بها وتملك الآلات المناسبة.
- قد يكون التعامل مع موظفي تقنية المعلومات صعبا ، فمن الضروري معرفة أساليب تحفيزهم والتركيز عليهم لبناء فريق ممتاز.

يوفر معهد مدير تقنية المعلومات جميع المتطلبات والآليات لمواجهة المشاكل المذكورة و يساعد المدراء على التركيز في ازدهار شركاتهم.

انضموا معنا في برنامج شهادة مدير أعمال تقنية المعلومات القادم (ITBMC) حيث أنه سيكون استثمارا مفيدا جدا من أجل تعزيز الأعمال وتطوير القدرات، علما بأننا نستلم ردود ايجابية بنسبة 100% من جميع الذين شاركوا في هذا البرنامج والالاف من مدراء تكنولوجيا المعلومات الذين يستخدمون إجراءاتنا وآلتنا المثبت نجاحها في أنحاء العالم.

Organised by



MDE Enterprises, Inc.  
3300 Stillcorn Ridge Road  
Columbia, TN 38401 -USA  
www.itmanagerinstitute.com  
www.itlever.com

# IT Business Manager Certification (ITBMC)

## TESTIMONIALS

"In simple words with ITBMC Training Program, the person will be ready to boost his career."

**Shaya G. Al Qathani, STC/ Sale Co., Riyadh - Saudi Arabia**

"Great and every useful course, helped learn new thing even about myself LOL. Thanks Mr. Mike Sisco."

**Mr. Matar Salem Al Falasi, Center of excellence, Abu Dhabi - U.A.E**

"It's exactly what I was looking for. It was talking about me."

**Mr. Sherif Roshdy Ahmed, Al Jawad Group - Saudi Arabia**

"Strongly recommended for IT professionals for career development and non-IT Professionals expanding their career into the IT field."

**Mr. Fahad Isa Alqadhi, e- Government Authority - Bahrain**

"Helping me to communicate project status with my customers and developing my people."

**Mr. Fahad I Aldahmash, ARASCO - Saudi Arabia**

"I advice all IT manager to attend this valuable training to enhance their knowledge."

**Eng. Lamya Al Noman, Directorate of Public works - Sharjah - U.A.E**

"Best course from best speaker, The course materials is very helpful."

**Mr. Mohammed Al Jazeeri, Arab Bank - Bahrain**

"Not only excellent material but also great insights from your own life experience."

**Mr. Ahmed Rami El Sherif, ATCO, Dammam, KSA**

"This training is truly valuable & very useful to address the business of managing IT environment."

**Mr. Omar M. Dirsiyeh, FAHSS / TUV - Saudi Arabia**

"This Course give me principle and concepts to follow and many levels that helps me to do my job in a professional way, it empower my experience."

**Mr. Mohamed Adam A. Ibrahim, Alsalam Bank - Sudan**

"I would like to thank you for the informative and practical course, I personally started using the templates to try as much as I can to communicate with business users effectively."

**Dr. Saad T Alharbi, Taibah University - Madinah, Saudi Arabia**

"Thank you very much for the outstanding efforts and the really distinguished training course. I do believe this is the most practical and useful course I have ever attended."

**Fahad M. Jabli, Technology Control Company, Riyadh - Saudi Arabia**

"Excellent program"

**Heyam Hazeem, Egovernment Authority (Ega), Bahrain**

"ITBMC training puts you on the right path through the integration of information, skills and tools to become a successful IT Manager."

**Safwan Sheik Sidi, Saudi Marketing Company (SAMCO), Saudi Arabia**

"The tools certainly will help me to improve my IT management process and skills."

**Ahmed Hassan Yaqoot, Emirates Transport, Dubai - UAE**

Manage my team & task more effectively and efficiently, This course should be in Oman.

**Fahmi Nasser Al Busaidi, RAECO, Oman**

"The Course contents was very rich and presented in a simple and smooth way, also the templates, course material, and additional researches related to IT Management were very helpful and has a great value."

**Hani Mohammad Abu Dagar, Credit Information Network Co. Kuwait**

"ITBMC covers very good topics, so I will be grateful to say Mr. Mike is my mentor in ITBM. This training had helped me realize achieving my responsibilities in good manner."

**Fatma Al Hashmi, Gulf Organization for industrial Clusters - Qatar**

"Doing IT Assessment will be much easier with tools and techniques given to us in this training."

**Bandar Al Anazi, Prince Sultan Cardiac Centre - Saudi Arabia**

"I used to have weak areas in few subjects & this training helped closing these gaps I had. Helped me improve my skills in IT Management. The training is very important for IT Managers and a must take one. Mr. Mike Sisco is well experienced in IT Management field and took us back to his experience & we lived it live."

**Mohammed T. AbuDeeb, Bahamdan Group - Saudi Arabia**

"We are expanding, so this course was what I needed. It will make a big change in my career."

**Mohammed Al Shehri, NICDP - Saudi Arabia**

"It was one of the best training I ever attended. I will start with the IT Assessment immediately"

**Kholoud Al Madani, Dar AL Hekma College - Saudi Arabia**

"It was a thorough course full of instructions, rich experience and to the point."

**Saad AlAmri - Dammam University - Saudi Arabia**

"It help in creating policies and procedures much better."

**Ahmed Yousuf Al Nasser, Ministry Of Labour - UAE**

"Very Excellent program, all IT people should attended."

**Ibrahim Abdulla Ahmed, Sharjah Contact Center, Sharjah - UAE**

## YOUR EXPERT INTERNATIONAL COURSE INSTRUCTOR



**Mike Sisco** was an IT Manager and CIO for over 20 years before starting MDE Enterprises, Inc. in the fall of 2000.

MDE has a simple mission, **"helping IT managers of the world achieve more success."**

His approach is simple and straightforward: define what to do to achieve IT success, explain how to do it, and provide examples and tools to help you make it happen quickly.

Mike has managed IT organizations in many industries and all types of situations, from turnarounds to large distributed organizations supporting multiple technologies.

He has led the IT due diligence and transition planning for over 40 company acquisitions. His experiences give him a unique perspective of IT management by working with and observing hundreds of companies and IT managers.

Mike has written 15 books and over 500 articles and published an IT Manager Toolkit. He delivers many training programs to help IT Managers achieve more success and his processes and tools are used by thousands of IT managers worldwide.

## COURSE OBJECTIVES

- Provide an IT Management Process along with practical knowledge and insight to manage an IT operation successfully.
- Quantify critical success factors and give students resources to help address them to achieve more IT success.
- Raise the student's perspective to manage the business of IT support versus managing technology.

## WHO SHOULD ATTEND ?

The program is designed for anyone who has responsibility for managing an IT support organization or who is being positioned to manage such an organization. It is very common for a senior IT manager to be sitting beside someone who is preparing to manage his first IT organization. The class is designed to be beneficial to both groups of people and we have 100% positive satisfaction feedback from all who have attended the program.

Classes have a diversity of students:

- All levels of IT management experience plus future IT managers
- From all industries
- From very large companies as well as small companies
- From all parts of the world



# IT Business Manager Certification (ITBMC)

March 3rd -6th , 2014 ,

## COURSE OUTLINE

Course sessions will start each day promptly at  
08:30am and end at 16:00pm.

There will be short breaks for refreshments  
and lunch will be served.

### DAY ONE ( 3<sup>RD</sup> MONDAY )

#### Session-1- IT Manager Foundation

Learn about the Triple Threat to IT Success™, key traits of a successful IT manager, and about the personality dynamics of IT employees that both help and hinder their efforts. This foundation material will help you understand “why” things happen as you learn best practices in how to manage technology resources effectively.

#### Session-2- IT Assessment

The key to success is identifying what to work on and what your organization can do. Follow a proven formula to conduct an IT assessment for any level of IT responsibility you might have. A case study makes it very real.

### DAY TWO ( 4<sup>TH</sup> TUESDAY )

#### Session-3- IT Strategy

Don't wait to be asked, , , develop your IT strategy now and gain senior management's respect. This step is key in aligning your IT organization with your company's business needs and objectives.

#### Session-4 - IT Project Management

Delivering projects successfully is the path to credibility. Use simple techniques and tools to do so and you will separate your organization from others.

#### Session-5 - IT Organization

Build an appropriate team to support the business and start by conducting a skills inventory that defines what you need and what you have. Focus on the gaps to get there quicker and reliably.

### DAY THREE ( 5<sup>TH</sup> WEDNESDAY )

#### Session-6 - IT Staff Motivation & Development

Learn to motivate your staff like never before, , , and with little or no money. A motivated staff can do powerful things and will walk through fire for their manager.

#### Session-7 – IT Processes

Key processes are needed to help your team provide IT support. Incorporate a few simple processes to help them execute successfully.

#### Session-8 - IT Policies and Procedures

You may hate policies and procedures, but they can save you lots of grief and reduce risk. Learn to develop and implement simple policies that work for your company.

#### Session-9 - IT Budgeting

Budgeting will be quick and easy when you have a process and simple tools to help you do the job plus insight into how to develop a budget you can achieve.

### DAY FOUR ( 6<sup>TH</sup> THURSDAY )

#### Session-10 - IT Asset Management

Get organized and track your technology assets. These straightforward processes will help you focus this part of your business in an effective way.

#### Session-11 – Technology Cost Saving Strategies

More than pay for the program when you identify cost saving opportunities in your company; includes tools to help you implement a cost saving strategy by quantifying opportunities and tracking results.

#### Session-12 - IT Measurements

Learn to track and report meaningful data. Practical tools can help you show IT value like never before and in such a simple way. You will wonder why you haven't been doing this already.

#### Session-13 - IT Communication

Communicating effectively is more about knowing what to communicate and how to present it than anything else. Use our simple techniques to boost your communication skills.

### WHAT YOU WILL RECEIVE

- A. Presentations of the 13 sessions described above
- B. Slides presentation notebook
- C. Tools Handouts notebook
- D. 30-Day Action Plan
- E. IT Management Process™ card
- F. IT Manager Institute flash drive containing
  - IT Management-101: fundamentals to achieve more
  - 21 Secrets Every IT Manager MUST Know
  - IT Strategy: align your IT vision for business value
  - What To Look For in a CIO: more value from IT investment
  - IT Project Management: a practical approach
  - IT Organization: right-size your organization for success
  - IT Staff Motivation and Development: build a world class team
  - IT Budgeting: operational and capital budgeting made easy
  - IT Asset Management: tracking technology assets
  - IT Due Diligence: merger and acquisition discovery process
  - IT Assimilation: consolidating redundant technologies
  - Technology Cost Saving Strategies
  - Practical IT Policies and Procedures
  - Mike Sisco's IT Manager Articles Collection
  - IT Management Models
- IT Manager ToolKit (102 management tools by Mike Sisco)
- Executive Reports
  - IT Business Dis-connect Executive Report
  - IT Due Diligence in Mergers and Acquisitions
  - IT Due Diligence Executive Report
- Sample 20 Minute IT Manager e-Learning sessions
  - IT Management Process
  - Maintain an IT Initiatives Portfolio
  - Fast Start for a New IT Manager
  - Risk Management Overview
  - Understanding IT Employee Work Behavior
- G. Future discounts to MDE products



# IT Business Manager Certification (ITBMC)

3rd – 6th March 2014 - Taj Palace Hotel, Deira, Dubai, UAE

## REGISTRATION FORM

**Registration fee : 4 days per participant US \$ 2950/-**

Note: Course Materials, Certificate , Refreshments & Lunch are included.

Registration Information	Personal Details		
	Delegates Full Name		Designation
	E mail		
	1st		
	2nd		
3rd			
4th			

Authorisation Manager Details:

Authorisation	Contact Person Name:		Designation:	
	Organisation Name:			
	Address:			
	PO Box:	Zip Code:	City:	Country:
	Tel:	Fax:	Mobile :	
	Authorised Signature:		Email:	
	TOTAL US \$			<input type="text"/>

Fax this form to : +971 4 2948486 Please call us if you require any assistance on +971 4 2955581 , +971 50 1555684

Please Note: Payment is required prior to attending this event

Payment Information

Training Venue

Payment Details	<input type="checkbox"/> Electronic Fund Transfer <input type="checkbox"/> Cheque (payable to ishara consultants) <input type="checkbox"/> Credit Card <input type="checkbox"/> Cash	<u>Please transfer the Fee to:</u> <b>ISHARA CONSULTANTS</b> BANK : Emirates NBD ACCOUNT #: 101-13139241-01 DEIRA BRANCH , DUBAI - UAE SWIFT CODE: EBILAEAD IBAN: AE580260001011313924101	<b>Taj Palace Hotel</b> Near Al Rigga Metro Station, Deira, Dubai, UAE We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. Tel: 97 142 232222 Fax: 97 142 278222 Email: tphreservations.dxb@tajhotels.com
	Purchase Order No: <input type="text"/>		

Send To	 +971 4 2948486	 PO Box :1420 Dubai - UAE	 register@isharaonline.com	 +971 4 2955581
---------	--	---	---	--

### Cancellation Policy

If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. If this is not suitable 20% service charge will be payable. Alternatively, you may transfer your registration to another event. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future events. A 10% service fee may apply and does not provide refunds for cancellation