

# SEMINAR ON: IT SUCCESS SOLUTIONS FOR BUSINESS AND IT MANAGERS/EXECUTIVES

March 05,2015 | JW Marriott Dubai Hotel | Dubai, UAE

## Bridge Gaps Between Business And Information Technology

### OVERVIEW

Are you aware your company's IT organization offers more leverage opportunity than any department you have? Only IT can reduce the cost or improve the productivity of every organization in your company. No other department offers this type of leverage.

### The Problem

Far too many executives don't realize or know how to get these benefits. Most view IT as a cost, not an investment that offers SIGNIFICANT LEVERAGE.

It is not Business' fault if they do not understand the value their IT organization can provide, , , IT is to blame. This is usually because our IT managers "manage technology" and don't manage the "business of IT support", , , a BIG DIFFERENCE.

### The Good News

With knowledge and insight about the dynamics that exist within and around an IT organization, we can make major improvements in the relationship between Business and IT. When both groups speak and operate in "business value" terms, good things happen, , , so much so that IT starts looking like a valuable investment, not a cost.



Mike Sisco, ITBMC

### WHO SHOULD ATTEND

All managers and executives who have a vested interest in IT success, including:

- CEO, COO, and CFO
- CIO
- IT Directors and Managers
- IT Consultants

### WHY YOU SHOULD ATTEND

- Focus IT on delivering business value
- Identify and prevent the 3 key things that cause IT failure
- Bridge gaps between Business and IT
- Improve IT communication
- Gain better understanding of what makes Business and IT "tick", and why they approach issues so differently
- Achieve more value from IT investment

Organised by



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Columbia, TN 38401 -USA  
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## AGENDA

**08:00 AM - 09:00 AM: Registration, Coffee and Networking**  
**09:00 AM - 2:00 PM**

### A. IT Support – Tremendous Leverage Opportunity

IT organizations have many challenges and the IT manager job is arguably the most difficult management position in a company. The great news is that IT offers your company the most leverage! Only IT can reduce the expenses or improve the productivity of every department in your company, , , no other department offers this kind of leverage.

### B. Triple Threat To IT Success

There are three main causes of IT failure. Unfortunately, most IT managers are not aware when they exist in their company. In this session, we define what these threats are and the underlying issues that cause them to occur, , , then we provide insight and guidance in how to prevent or eliminate each threat in order to position your IT organization for success.

### C. Closing The Gap Between Business And IT

There is a natural divide between business organizations and the IT organization. Learn what causes this and what you can do to close the gap in order to develop strong partnerships between business and IT.

### D. 4 Key Things Every IT Recommendation Must Have

If you want senior executives to be interested in hearing IT recommendations, then they should always include these four key elements.

### E. 21 Secrets Every IT Manager Must Know

This session is based upon Mike Sisco's insight and experience in managing IT organizations for more than 20 years and what he has observed in other IT managers. There are subtle and not so subtle things an IT manager must pay attention to as highlighted in this program. Each recipient will receive a digital copy of Mike's book.

### F. Fast Start For A New IT Manager

Mike will provide a quick guide to help any IT manager focus like a laser on the first 30-90 days of managing an IT organization.

### G. Introduction To The IT Manager Institute

A brief intro, discussion of agenda topics, and benefits in attending the IT Manager Institute training program.

**H. Q & A** Open discussion to answer questions or provide more insight into Mike's IT manager training programs.

**11:00AM - 11:30AM - Coffee Break & Networking**

**2:00 PM - 3:00 PM - Lunch and Networking**

**End of Seminar and Distribution of attendance certificate**

## TAKE HOME ITEMS

Participants receive a flash drive with resources valued over \$300.00 containing:

- Tips for Preventing the Triple Threat to IT Success
- E-book – 21 Secrets Every IT Manager Must Know
- Fast Start Guide for a New IT Manager
- E-book – IT Management-101: Fundamentals to Achieve More
- E-book – Technology Cost Saving Strategies
- Executive Report: The IT-Business Disconnect: IT Manager Work Behavior – a Key Contributor
- E-book & sample policies: Practical IT Policies and Procedures
- , , , and more

## INVEST and RECEIVE

- Insight to help Business and IT work closer and more effectively
- Tools to quantify IT effectiveness
- Networking opportunity
- Knowledge on how to achieve more value from your IT investment
- Lunch & Refreshments plus take home resources valued at over \$300.00USD

## KEY QUESTIONS TO ASK YOURSELF

- Does Business know what IT is working on and why?
- Can you define "business value"?
- Is communication between Business and IT effective?
- Is there an IT strategy that supports Business needs and issues?
- Does Business understand the benefits and justification in doing IT recommendations?
- Do you know if IT is in sync with the Business?
- Is there a tool in place to report the effectiveness and value delivered by IT?

If the answer is "NO" to any of these questions you need to attend this special event!

### Triple Threat to IT Success™



**YOUR EXPERT INTERNATIONAL  
COURSE INSTRUCTOR**



**Mike Sisco, MDE Enterprises, Inc. USA**

Mike Sisco was a corporate IT manager and CIO for more than 20 years before starting MDE Enterprises, Inc. in 2000.

MDE's mission is, "helping IT managers of the world achieve more success". Mike's approach to IT management is simple and straightforward, and above all it is always business driven to achieve tangible and quantifiable business value. He has written 15 books and over 500 articles on IT management, and his practical processes and tools are used by thousands of IT managers around the world to achieve more success.

Mike's 5-day IT Manager Institute and IT Business Manager Certification Program (ITBMC) is one of the fastest and most effective ways to develop critical IT management skills. Mike's training events are informative and full of value as well as entertaining and fun.

Real life experiences, case study examples, and interjection of dry humor make his events personal and truly memorable.

**COMBINE this event with the  
5-day IT Manager Institute**

برنامج معهد تكنولوجيا المعلومات  
"يهدف تعزيز مدراء 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 8th - 12th , 2015  
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## Sponsorship and Exhibition Opportunities

**Achieve More Value From Your IT Investment** seminar offers an excellent opportunity to increase your visibility before a highly qualified audience of key decision makers. Depending upon your goals and level of sponsorship required, a benefits package can be designed to target a narrow audience or broad group and may include event recognition as well as publicity, marketing, promotional opportunities and complimentary passes.

Participation will provide you with a practical, low risk method for:

1. Developing brand awareness
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3. Illustrating thought leadership and showcasing new technology solutions

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For more information please contact:

**Sunny Thomas at +971 501555684 , +971 4 2955581**

**email: [sunny@isharaonline.com](mailto:sunny@isharaonline.com)**

## REGISTRATION FORM

**Registration fee : per participant US \$ 495/-**

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

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

Authorisation Manager Details:

Authorisation	Contact Person Name:	Designation:		
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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

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**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