

CIO ACADEMY: Where Leaders Learn



CIO As Full Business Partner:

A New CIO Academy Offering for CIOs Seeking
Advanced Business Education

OCTOBER 28 – NOVEMBER 2, 2007

The Wharton School

Aresty Institute of Executive Education

University of Pennsylvania, Philadelphia, PA

“The CIO’s ability to frame projects in business and strategic terms is the key factor in securing his or her place within the senior management team.”

TOM GERRITY

Joseph J. Aresty Professor and Professor of Management,
The Wharton School

The most successful CIOs are not necessarily those who work harder or longer or who know the most about technology. Today’s successful CIOs are business executives who see beyond the data center, making measurable contributions to innovation, competitive advantage and shareholder value.

A UNIQUE COLLABORATION

That’s why the Wharton School and Gartner are hosting a unique educational experience, framed in a multidisciplinary model, to help CIOs collaborate as full business partners with their CxO peers.

SECURE YOUR SEAT AT THE CxO TABLE

Do the CEO and the board of directors solicit your ideas as vigorously as they pursue the CFO, CMO and COO for input on growth, innovation and business advantage?

With our multidisciplinary model, you’ll learn how:

- The CEO works with the board of directors to form business strategy and manage the intricacies of managing shareholder value
- CFOs contribute to long-term value, growth and profitability while analyzing the bottom line and ensuring return on investment
- Marketing executives use customer-focused strategies to create value propositions with distinct qualities that rise above the market noise

“CIO Academy offers something most executive education experiences lack: a strong multidisciplinary approach that helps CIOs view their role within the context of finance, marketing, sales and operations. It’s a gap we’ve addressed by combining the resources of Wharton with our leading researchers.”

MARK MCDONALD

GVP and Research Director, Gartner Executive Programs

**TODAY,
TECHNOLOGY
IS EVERYONE’S
BUSINESS**

All executives identify a role for IT in their business plans. But it’s the CIO that assumes accountability for technology’s success in enabling improved business performance.

CIO Academy provides a unique learning experience for CIOs who want to expand their professional skills through opportunities to:

- Increase your aptitude for setting new standards of leadership
- Learn from insight and advice spanning the breadth and depth of Wharton faculty and leading Gartner researchers, drawing on a full range of effective teaching techniques
- Interact with executive peers to generate even more new ideas, innovative concepts and proven strategies
- Refine your persuasive skills, increasing your influence to help sell ideas

**SO ARE THE
DEMANDS FOR
IMPROVED
BUSINESS
PERFORMANCE**

As a CIO, you need to act quickly while focusing on results, enabling you to seize opportunities for innovation and growth in ways that will leverage enterprise assets and resources without breaking the bank.

But this will take a continuing investment in your skills, knowledge and talent.

We’re confident you’ll find CIO Academy one of the most rewarding, practical, effective investments you can make in yourself and in your organization.

WHAT YOU CAN EXPECT

After an insightful week of education and networking, you'll see and feel the difference on your first day back. You'll be better able to:

Drive change. Align resources to make large-scale, well-managed changes and deliver predictable, competitive business outcomes.

Develop people. Attract and develop next-generation IT leaders that blend business and technology for competitive strength.

Influence and lead. Use the complexities of organizational power to drive consensus, garner personal credibility and sell ideas inside and outside the enterprise.

Think strategically. Help assess strategic business options that leverage core competencies and market opportunities to drive competitive advantage.



"CIO Academy presents current, practical content that is immediately useable. Participants realistically evaluate where they are today and identify the steps they need to take to increase their credibility at the CxO table."

ADAM FRUMKIN
School Employees Retirement System



"CIO Academy is undoubtedly the best executive education I've experienced. The topics are relevant and well-presented, and it offers a great networking opportunity."

BARBARA SORKIN
International Textile Group

CURRICULUM AT A GLANCE*

CIO Academy's multidisciplinary approach is tightly designed and highly productive. Each day, you'll experience a logical progression of learning based on what every CIO must master to secure full business partnership.

DAY ONE: October 28

- Meet Your Faculty and Peers
- Becoming a Learning Community
- The Elements of Leadership and Followership

DAY TWO: October 29

- Building and Sustaining Competitive Advantage
- Driving Strategic Change
- Leading Technologies
- Applying Leading Technologies to Business

DAY THREE: October 30

- IT Risk Management
- Human Capital Management
- Strategic Persuasion: The Art and Science of Selling Ideas
- The State of the CIO

DAY FOUR: October 31

- Developing a Customer-Focused Marketing Strategy
- Leading Corporate Venturing and Innovation
- The Future of IT

DAY FIVE: November 1

- Technology Governance
- Shareholder Value Creation

DAY SIX: November 2

- The Leadership Moment
- Take the Learning Back—100-Day Action Plans

*Subject to change. Visit gartner.com/cioacademy/wharton to download the most recent agenda.

APPLY TODAY—SPACE IS LIMITED

CIO Academy presents a rare opportunity to share your stories and challenges with your peers, key Wharton School faculty and leading Gartner researchers. The sessions are kept small to ensure exclusivity and the best possible interaction and networking, as well as to maximize interaction with CIO Academy faculty.

Program Tuition: \$12,500

Tuition includes classroom sessions, program documentation, accommodations and meals.

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About The Wharton School

The Wharton School of the University of Pennsylvania—founded in 1881 as the first collegiate business school—is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The School has more than 4,600 undergraduate, MBA, executive MBA and doctoral students; more than 8,000 annual participants in executive education programs; and an alumni network of more than 81,000 graduates.

About Gartner

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for our clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, we are the indispensable partner to 60,000 clients in 10,000 distinct organizations. Through the resources of Gartner Research, Gartner Consulting and Gartner Events, we work with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 3,800 associates, including 1,200 research analysts and consultants in 75 countries. For more information, e-mail info@gartner.com or visit gartner.com.