

CIO Academy Agenda

6 – 9 Dec 2011

Curriculum

As of 30th September 2011 – Subject to change and update

Tuesday 6 Dec 2011: Strategic Perspectives

- | | |
|---------------|---|
| 12:00 – 12:30 | Registration |
| 12:30 – 13:30 | Lunch |
| 13:30 – 14:30 | Welcome and Introduction
<i>Michael Earl</i>
<i>Emeritus Professor of Information Management, Oxford University</i>
<i>(Formerly Pro-Vice-Chancellor; Formerly Dean, Templeton College)</i>

<i>and</i>

<i>Roger Kemp</i>
<i>Group Vice President – EMEA, Gartner Executive Programs</i> |
| 14:30 – 15:45 | The New Digital Context For The CIO
<i>Michael Earl</i>

<i>and</i>

<i>Dave Aron</i>
<i>Fellow, Gartner CIO Research</i>

We are entering an era of increased digitization, and new digital options, including social computing, cloud computing, and richer mobile devices. How does this affect the CIO role? |
| 15:45 – 16:15 | Tea/Coffee |
| 16:15 – 18:15 | 10 Commandments for Competing in Turbulent Times
<i>Jeff Sampler</i>
<i>Fellow in Management of Technology and Strategy, Saïd Business School, University of Oxford</i>

Current strategy thinking often involves projecting a desired future state and then developing a change process to get there. That assumes that enterprises can predict the future, and in highly turbulent and dynamic environments that is unlikely. Yet the entire strategic planning process assumes they can. Instead of gazing into a crystal ball for strategy development, an alternative is to explore the most fundamental, flexible, and necessary elements of a business model that will be necessary in any business situation. Using 'ten commandments' This session will present and explain what these elements are, and their implications for the business. |
| 18:15-18:30 | Pre dinner drinks |
| 18:30 | Dinner |
| 19:30 – 20:45 | The Ten Commandments – What It Means For You
<i>Jeff Sampler</i> |

Wednesday 7 Dec 2011: Executing Strategy

07:45 – 08:30	Breakfast
08:30 – 10:00	Innovation Through Digital Business Models <i>Dave Aron</i> Most IT strategy tools, techniques and approaches focus on IT supporting the existing business model efficiently and effectively. In this session, we will discuss the CIO and IT enabling <i>innovation and change</i> in business models.
10:00 – 10:30	Tea/Coffee
10:30 – 12:00	Social Media Solutions and Management <i>Mark McDonald</i> <i>Group Vice President & Gartner Fellow, Gartner Executive Programs</i> Social media opens new doors to customer and workforce participation. It also challenges management standing. Key Issues: <ul style="list-style-type: none">• How do social media solutions change the way enterprises work?• How do those changes challenge traditional management systems?• What are the recommendations for gaining social media benefits?• Including discussion of the Guardian Media Group Case on IT investment.
12:00 – 13:00	Photograph and Lunch
13:00 – 15:00	Strategies for Leading Change <i>Tim Morris</i> <i>Professor of Management Studies, Saïd Business School, University of Oxford</i> Professor Morris will present a model for leading change. In particular questions of how to deal with resistance to change, how to build on supporters of change and the need for a coherent plan for change will be discussed.
15:00 – 15:30	Tea/Coffee
15:30 – 17:30	TBD
17:30 – 18:00	Mid-point Reflection: What have I learned so far and what might it mean to my enterprise?
18:30 – 19:00	Pre Dinner Drinks
19:00 – 20:00	Dinner
20:00 – 21:30	What CEOs are Looking For In Their CIOs <i>Cathy Holley</i> <i>Founding Partner, Boyden</i> Historically, CEOs have been unsophisticated buyers of CIOs and rarely had the insight into the role to know what good could really look like. The role is evolving much faster than any of its peers and the very best CIOs are playing a full part in shaping business strategy and changing business modals. Cathy has been a CIO headhunter for about a decade and will be sharing her views on how to take control of your career, your personal brand and your relationship with the Board. Her starting point is that you belong on

the Exec/Board and, as a key business leader, can positively influence your company's share price, customer experience and reputation. Once you've done all of that, what next?

Please bring along your CV, which should be the perfect reflection of how you see yourself today. Hopefully, by the end of the session you will see yourself in a different light and be ready to amend it; ready to take on the world.

Thursday 8 Dec 2011: CIO Leadership

07:45 – 08:30	Breakfast
08:30 – 10:30	Success Strategies for CIOs <i>Michael Earl</i> As the CIO role continues to evolve, this session examines what it takes to be successful as the demands change. Using a number of mini-case studies, we will illustrate the challenges for today's CIO and suggest proven success strategies for coping with these challenges.
10:30 – 11:00	Tea/Coffee
11:00 – 12:30	Focus on Value <i>Mark McDonald</i> All returns from business investments are business returns and must be communicated in terms of business performance. IT can be the enabler of improved business performance and of increased enterprise differentiation and competitiveness, but successfully communicating return on investment to business executives can be a challenge. In this session participants will work in groups to evaluate suggested good practice methods and to share their own experiences of communicating the business value of varying forms of
12:30 – 13:30	Lunch
13:30 – 15:00	Leaders and Leadership <i>David Pendleton</i> <i>Associate Fellow, Saïd Business School, University of Oxford</i> As CIO's increasingly are being asked to be business leaders as well as functional leaders, the essential components of leadership will be examined, building on the previous session. Then by deploying a psychometric leadership tool, participants will be encouraged to consider what their strengths are and how to work with their leadership teams appropriately.
15:00 – 15:30	Tea/ Coffee
15:30 – 17:00	Leaders and Leadership (continued) <i>David Pendleton</i>
18:15	Coach Arrival for Tour of Oxford Followed by Drinks and Dinner at an Oriel College
19:00	Drinks
19:30	Dinner

Friday 9 Dec: Bringing It To Life

07:45 – 08:30	Breakfast
08:30 – 10:00	The CIO as Salesman <i>Leigh McMullen</i> <i>Research Director, Gartner Research</i>
10:00 – 10:15	Tea/Coffee
10:15-11:15	Overcoming Leadership Deadlocks <i>Roger Kemp and Dave Aron</i> Roger and Dave will present some of the most challenging 'leadership deadlocks' that CIOs face, along with some innovative approaches that we have seen to overcome them.
11:15 – 12:00	Creating Your Personal Leadership Plan <i>Michael Earl</i> Participants review what they have learned, and what actions they can take based on their learning in the short, medium and long terms.
12:00 – 12:30	CIO Academy Conclusions <i>Roger Kemp / Jeff Sampler</i>
12:30	Lunch and adjourn