€TRAINING

Strategic Management of Technology



Strategic Management of Technology

Introduction:

Information technology strategies are critical to business as they can deliver not only effective business operations but also competitively differentiated products and services for firms. Yet many business and government enterprises have found their IT organizations to be misaligned with business strategies, or even worse, so dysfunctional that business values are actually destroyed instead of added.

Course Objectives:

At the end of this course the participants will be able to:

- Develop strategic thinking competency and use tools to assess and support your strategic and operating environment
- Define your organization's strategic direction, strategic plan, and strategic operating plan
- Translate high-level strategies into precise strategic objectives and a visual strategy deployment map to reach your vision
- Ensure strategic initiatives and projects are aligned to strategy and designed to drive the right outcomes
- Achieve organizational alignment via clear accountabilities, timely communication and cascading of strategy down through the organization's tiers of business
- Establish a strategic management calendar to ensure governance drives strategy and strategy drives budgeting

Targeted Audience:

- Professionals charged with leading, managing or having responsibilities linked to development and implementation of the strategy
- Owners and senior executives who see the need for more effective strategic management processes in their organization
- Professionals building a pathway to professional certification and career opportunities in strategic planning and management
- Strategic management consultants
- University level business management degree students, both graduates and declared undergraduates, wanting to further define their value to potential employers

Course Outlines:

Unit 1:

- Technology for World-Class Organizations
- Disruptive Technologies
- Understanding your Organization's Core Technologies
- Integrating Strategy and Technology

Unit 2:

- System to Track Trends in "Your" Technology
- Processes for Technology Management
- Technology Planning

Unit 3:

- Creating a Culture of Innovation
- Continual Improvement
- Research
- Licensing

Unit 4:

- New Product Development
- Competency Building
- New Product Development Research to Customer
- Understanding Synergy

Unit 5:

- Analyzing Prospective and Existing Alliances and Partnerships for Synergy Creation
- Technology Outsourcing Issues
- Technology Outsourcing Contractual Arrangements
- Technology Audit.