

## IT Relationship Management: Aligning IT with the Business - 3 Days

### Course 902 Overview

#### You Will Learn How To

- Build a strong alignment between IT and the business
- Plan a strategy that positions you as a trusted IT advisor to key stakeholders
- Choose IT projects that build trust and alignment
- Articulate IT solutions that meet business needs
- Create clear and effective service delivery agreements
- Differentiate your internal IT services to ensure competitive solutions

#### Course Benefits

Successful relationship management bridges the divide that often arises between a business unit and its IT department. In this course, you learn the best practices of IT Relationship Management (ITRM) for facilitating actionable IT solutions that provide value to the business and satisfy the needs of business stakeholders. You learn to take on the role of the trusted IT advisor who can align the needs of the business with IT services.

#### Who Should Attend

IT department managers, IT executives, business/IT liaisons, project managers or anyone who establishes, manages, and maintains the relationship between IT and the business.

#### RealityPlus™

Extensive performance-based activities throughout this course immerse you in the role of an IT Relationship Manager. You gain practical experience in both the technical and social nuances of serving as a trusted IT advisor to the business. Activities include:

- Experiencing trust firsthand through a dynamic simulation
- Evaluating stakeholders to determine their level of influence and power
- Uncovering and documenting an IT organization's catalog of services, including catalog management
- Recommending solutions to complex, simulated IT relationship problems
- Negotiating and documenting business agreements using industry-standard formats
- Collaborating with others to foster new ideas and innovations
- Assessing performance with a relationship scorecard

# IT Relationship Management: Aligning IT with the Business - 3 Days

## Course 902 Outline

### Overview of Relationship Management

- Why organizations need successful relationships between IT and the business
- Balancing the needs of IT and the business
- Effectively aligning IT investments and business goals

### Principles for Aligning IT and the Business

#### The trusted IT advisor

- Recognizing how trust feels
- Defining trust in an IT organization
- The four primary components for building a trusted relationship

### IT Relationship Management (ITRM) roles

- IT relationship management vs. IT project management
- Discovering your strengths and weaknesses
- Technical and social competencies required for effective ITRM

### Determining IT's Current State

#### Defining a catalog of services

- Identifying IT products and services
- The components of an ideal catalog
- Creating an initial catalog from scratch
- Ranking services with metrics

### Developing awareness of the organizational culture

- The IntCRM Model
- Overcoming common IT relationship barriers
- Exploring how things get done in the organization
- Applying tools for culture analysis

### Building the Trusted Relationship

#### Knowing your stakeholders

- Identifying business and IT stakeholders
- The stakeholder relationship life cycle
- Classifying the roles stakeholders play
- The importance of stakeholder power and influence

### Optimizing the first meeting

- Planning the meeting
- Models for understanding people
- Explaining the role of the ITRM
- Confirming relationships and roles
- Leaving with actions

### Planning the relationship strategy

- Analyzing the relationship
- Recruiting trusted teams
- Forming the plan
- Executing the strategy

### Facilitating Actionable IT Solutions

#### Performing competitive analysis

- Evaluating IT outsourcing and consulting solutions
- Establishing your competitive advantage

#### Identifying opportunities for improvement

- Capturing, prioritizing and documenting business needs
- Applying a framework for prioritizing and selecting projects
- Picking quick-win projects

#### Designing a strategy to meet customer needs

- Conducting a modified SWOT analysis
- Questions you should ask
- Making a go or no-go decision

### Winning Competitive IT Projects

#### Responding to requests

- Differentiating your services from your competitors'
- Communicating your internal IT capabilities to the business
- Validating business needs in business terms

#### Selling your solutions to the business

- Translating IT speak to business speak
- Creatively communicating your understanding of stakeholder pains
- Linking IT solutions to pains
- Articulating IT solutions in terms of business value
- Writing clear, tailored service level agreements (SLAs)

#### Managing project handoffs

- Ensuring a seamless transition
- ITRM across the project life cycle
- Creating and maintaining communication channels
- Building the relationship

#### The IT relationship scorecard

- Establishing quantitative and qualitative performance metrics
- Assessing ITRM success
- Analyzing results