

## 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
  - Perform an analysis of IT's services and culture
  - Choose IT projects that have a high likelihood of building trust
  - Create clear and effective service delivery agreements, including SLAs, MOUs and MOAs
  - Differentiate your internal IT services from competitive solutions
- Course Benefits** A successful relationship manager will bridge the divide that often arises between a business unit and its IT department. In this course, you learn the best practices of an IT Relationship Manager (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** Business analysts, project managers, IT department managers, IT executives, business/IT liaisons 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

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### Course 902 Outline

#### Overview of Relationship Management

- Why organizations need an ITRM
- Balancing the needs of IT and the business
- What good alignment looks like

#### Principles for Aligning IT and the Business

##### The trusted IT advisor

- Recognizing what trust feels like
- Defining trust in an IT organization
- The process for building trust

#### Role of the IT Relationship Manager (ITRM)

- IT relationship management vs. IT project management
- Discovering your strengths and weaknesses
- Technical and social competencies of an ITRM

#### Determining IT's Current State

##### Defining a catalog of services

- Recognizing IT 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
- 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

##### 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
- Differentiating performance, service and training needs
- 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

##### Evaluating results

- Establishing performance metrics
- Assessing ITRM success
- Planning your next steps

#### Winning Competitive IT Projects

##### Responding to requests

- Differentiating your services from your competitors'
- Communicating your internal IT capabilities to the business

##### Selling your solutions to the business

- Translating IT speak to business speak
- Creatively communicating your understanding of stakeholder pains
- Linking IT solutions to pains
- Negotiating agreements that support business requirements
- Writing clear, tailored SLAs, MOUs and MOAs

##### Managing project handoffs

- Relationship management vs. project management
- The ITRM's role across the project life cycle
- Creating and maintaining communication channels
- Building the relationship

#### The IT relationship scorecard

- Establishing quantitative and qualitative measures
- Setting baselines for comparison
- Analyzing results