Professor Paul Tallon leads an interactive workshop that teaches participants how to measure and improve the extent of alignment between IT and business strategy. Many companies fail to recognize the importance of alignment planning and subsequently struggle with technical execution. The stakes are especially high as IT becomes increasingly important to business success. IT misalignment can have an adverse effect on firm performance but it can also mean that companies are losing out on how best to use IT for competitive advantage. So what can companies do to address this challenge? Workshop participants will learn how to perform a current and future IT alignment assessment, then will create a roadmap to resolve deficiencies within their current IT alignment portfolio. This roadmap will address such topical areas as cloud strategies, real options, and IT platform investments.

Participants should plan to individually engage in the workshop learning process with instructor guided hands-on tools, case analysis, and active simulations.

**KEY BENEFITS AND LEARNING OUTCOMES**

During this program you will:

- Develop an understanding of terms and techniques used to understand and measure current information technology and business strategy
- Benchmark IT alignment in your company against 400 global companies
- Discover best practices for managing IT and establish a roadmap for success
- Find new ways to communicate about the importance of IT alignment
- Understand the impact of changing global conditions on firm performance

**WHO SHOULD ATTEND?**

The program is designed for mid-career professionals looking to improve their technology management acumen and understanding of key ways that technology can improve business performance.