



CUSTOM PROGRAM

IT ALIGNMENT

FOR

EXECUTIVES

EXECUTIVES

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.

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...R...R...D...W...

KEY BENEFITS AND LEARNING OUTCOMES

During this program you will:

- **ORSDGOMWDGCLRIW OPVDCWELTVVGVWRCOMWDGDCPDMOI**
EUUWLRUPDWLRWERORDGEVLLVWUOW
- **EPDUNJDOLPWLRUERPSDDDLVWOREDOERPSDLV**
- **LVFRUEVWSUDEWLFVIRUPDDLJGCVWDEOLVDURDGPDSIRUVEFVV**
- **LGZZDVWRERPPLEDWDERWWLPSRUWDERJDOLPW**
- **GOMWDGWLPSDFWRIFDLOREDOERGLWLRVRMIPSURUPDE**

DD

SURUDPLVGMIGRUPLGEDUUSURIVLRDOVORRNWRLPSURWLOWEROR

PDDPWDFPDGGUWWDGRLINZDVWDDWFEROFDLPSUREVLVV

SURUPDE

DETAILS

UPCOMING SESSIONS

Spring 2017
(Dates TBD)

FEE

\$3,200
Includes 12 hours of instructional contact time, plus 1-on-1 coaching follow-up

LOCATION

Loyola University Maryland
Graduate Center - Timonium Campus
2034 Greenspring Drive
Timonium, MD 21093

Attendance criteria ensures level of participant experience

For more information call
Scott Moores at 410-617-1616

Custom courses for your organization available by appointment.

Loyola University Maryland education programs have been approved for CPE credit by the Maryland State Board of Accounting. Participants in the program may submit for one CPE credit per training hour. According to standard audit practice, participants may request a seminar content outline from the Executive Education Office by calling 410-617-2303 if/when additional information is required.

