



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

October 3 - 5, 2018  
June 3 - 5, 2019

# Business-Driven Strategic Technology Planning

*A non-technical, step-by-step approach for aligning public or private sector business and technology strategies for competitive advantage, maximum ROI and streamlined IT.*

## Our Participants Say it Best:

*"This program has given me the confidence to lead a strategic planning initiative. I now have the tools to link the IT goals and objectives to the business realities."*

**H. McPherson,**  
Senior Manager,  
Government of Ontario

*"This course will fundamentally change the way our IT department is run going forward. Excellent ideas with practical implications."*

**J. Moore,**  
Network Administrator,  
Hamilton Airport

*"Great experience and so much to apply back on the job. Most important, it was fun!"*

**S. Hakkim,**  
Director of IT,  
CIBC

*"This is a great course for anyone about to embark on formulating a business Information technology strategic plan, or looking to enhance an existing one."*

**A. Amar,**  
Director of IT,  
Eckler Ltd.

## SEEC Moments of Insight include:

Elements of a successful integrated business and technology strategic plan and overlooked strategic opportunities.

Learn to empower your business and job with latest technologies by making technology your career friend not foe.

Three foundational business information and technology dimensions: key business processes, data, and locations.



21 PDUs

Register Today / Complete Details

<http://seec.online/11869>



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## Fulfill the promise of technology using a business-driven planning approach.

Discover how new and trending technologies such as machine learning, virtual reality, blockchain, additive printing, Internet of Things, cybersecurity, conversational systems, humanized big data, robots with personalities and others **can empower public and private sector business and jobs.**

Today's technology is a fundamental enabler of corporate ROI, competitive business imperatives and employee productivity. **Effective business leadership now involves learning how to leverage technology as a competitive, tactical and operational differentiator for your organization.** This non-technical program features **business-focused tools, techniques and how-to templates to let you align technology with strategic business objectives** for potentially transformational results in productivity and profitability. Both technical and non-technical participants alike will understand each step of the business information strategic planning process.

Develop a customized technology plan – and implement it right away!

### Top Take-Aways

1. Shape the survival and future of your business with **winning technological choices**
2. Alignment of new technology initiatives with **changing markets, products and business plans** for maximum effectiveness
3. **Harness real business value and benefits** of AI, VR, cybersecurity, blockchain, conversational systems, 3D/4D printing, humanized big data, robots with personalities and traditional technology
4. A step-by-step planning approach to **leveraging technology that is customizable** to your organization's business drivers, culture and products
5. Techniques which help strategic stakeholders **wield technology to transform the business**
6. Implementation of **organizational technology governance structures** to support changing corporate priorities

### Who Should Attend

This program provides real-world and profitable tools, technique, practices and ideas for **private as well as public sector non-technical business managers, supervisors, professionals and corporate executives.**

Since, during the workshop, participants will be doing hands-on work related to their own business needs, we encourage non-technical business participants to attend together with their technical counterparts in order to collaborate to address their unique business problems, threats and opportunities.

#### Unique Program Features

- Designed to be highly practical and hands-on, but not technical
- Immediately applicable to your current work challenges
- Demystify, simplify and understand technology
- Learn where technology is going, where it fits and how to govern it

## Overview of Learning

### Your Integrated Business and Technology Strategic Plan

- Elements of a successful plan and overlooked strategic opportunities
- Connecting strategic technology with changing business drivers
- Identifying potential technological value layers in your operations
- Applying strategic technological efficiencies, effectiveness and transformations

### Planning for Success

- Establishing a steering committee
- Defining the strategic end product
- Technological strategic goals
- Success factors and measures
- Realistic scheduling

### Aligning Business Strategy with Technology Strategy

- Connecting with the corporate history, mission, goals and objectives
- Analyzing competitors and threats
- Supporting product/service portfolios
- Innovation for market domination
- Leveraging financial ratios and customer lifetime value

### Three Foundational Business Information and Technology Dimensions

- Key business processes; business data; business locations
- Other potential blueprints and determining the software which focuses on business needs

### Your IT Service Framework: Key Planning Requirements

- Providing cost-effective flexibility to business change
- Empowering decentralization

*Continues Online*

Register Today!

#### Dates & Locations:

**October 3 - 5, 2018**  
Executive Learning Centre

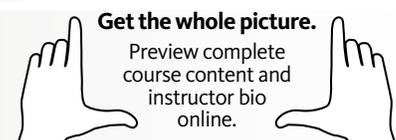
**June 3 - 5, 2019**  
Miles S. Nadal Management Centre

#### Registration Fee:

\$2,950 + applicable taxes

#### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change



**Get the whole picture.**

Preview complete course content and instructor bio online.

**Complete Details / Register Today**

<http://seec.online/11869>

Tel.: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)