
Business Practice For IT Professionals

A three day programme

All too often surveys of the business community show that they have a poor view of the I.T. function, and the main complaint is that I.T. people are too technical, talk to them in a language they do not understand and do not know enough about the business. For a company to use computer technology effectively it is important that managers and the end users understand the technology, equally it is important that the I.T. professionals understand the fundamentals of business practice. That is the purpose of this important new and practical programme, to improve the business knowledge of I.T. professionals sufficiently to raise the image of the I.T. department.

Key elements of business practice

It is imperative for any organisation to create a business led I.T. strategy, as computer technology is an integral part of the business infrastructure and will extend its reach for many years to come. To exploit technology the I.T. department needs to be able to articulate the technological opportunities to senior management so they can respond appropriately and in a timely way. Conversely, the I.T. department needs to be aware of the business strategy as it may well precipitate a change in I.T.

The programme enables participants to:

- Gain an insight into how a business develops its strategy with relation to its business type and its chosen competitive stance and develop an understanding of the competitive advantage approach to business.
- Understand the vitally important role of business strategy, marketing and sales, customer care, and benchmarking to a successful business. In addition, how Business Process Reengineering affects all facets of a business.
- Be aware of the important changes to business in the modern era, with relation to new ways of doing business and the need to be totally customer focused.

Learning outcomes:

At the completion of the programme, you will understand the working of business better and this will allow you to be more effective as an I.T. professional. You will be able to communicate more effectively with your business customers, thereby ensuring the image of the I.T. department improves in the eyes of management.

Programme Agenda

Business Strategy

We show the methods by which an organisation defines its business analysing such questions as, 'What business are we in?' and 'What business should we be in?' We consider the various competitive strategies that an organisation can pursue in relation to its customers, and how to define the customer you want. Finally, the programme helps you develop your skills to define the Critical Success Factors that form the foundation of a business plan for your organisation. The business plan is the foundation of the organisation's I.T. strategy.

Meeting the Challenge of Reengineering

The challenge of reengineering is that it is the enactment of radical change, in that it not only changes the way an organisation operates but redefines people's roles and responsibilities. These changes to an organisation have a profound effect on I.T. people concerned with designing systems at the hub of the revolution. Computer technology is a key enabler in the Re-engineering process. Computer hardware and software have become office products because of the downsizing to PC networks. The introduction of reengineering techniques challenges the I.T. professional more than any other development. However, the programme also looks at why Reengineering has not fulfilled the promises made by the management Guru's under the heading, 'Reengineering Salvation or Damnation'.

Benchmarking

Benchmarking is a valuable tool that an organisation can use to measure its performance against the "Best in the Business". The programme shows how you can compare your operation with the best in specific fields such as customer care or project planning. We then show you how to put together a plan that will bring your operation up to match the best in the business and then go forward to further improvements. It does not matter if the company studied is in your industry or not, the object is to produce the best quality service. Benchmarking is the driving force behind continuous improvement.

Marketing and Selling

Marketing and selling is a function we perform all the time in our business lives. This programme shows the importance of marketing a product or service to the customer. We detail the selling techniques which are unique to selling a service and how the sale is usually made to several people within the target organisation, not just the person identified as the buyer. We discuss the importance of customer contact at all levels of an organisation together with tactics on how to influence these different levels. We illustrate the need for planning a price and service strategy and give tips and tricks on how to close that sale.

Customer Care

Customer care is the responsibility of everyone in the organisation and not just the people on the front line. All too often managers exhort their staff to improve customer service while acting in opposite ways. Our programme focuses on the fact that every action an individual takes affects the way a customer perceives the organisation. The programme shows the relative importance of material service and personal service. In addition, how an organisation develops a customer care programme. Equally important is how the move to become customer driven has necessitated changes in organisational structure.

Typical delegates are:

I.T. managers and professionals who want to improve their knowledge of business practice to become fully effective within their organisation.