

CEO



CIO



# ALIGNMENT PROGRAM

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## □ Executive Summary

Alignment has been a buzzword for decades. Among CIOs, alignment is hyped as the apex of effective IT and written off as jargon. Yet without the proper tools, CIOs are left to play a guessing game of what deliverables the business demands.

By taking part in the CEO-CIO Alignment Program, you have already taken the first steps to building IT-business alignment that optimizes IT and drives business value. This report shares insights from the survey component of our program. It will help you:

- Understand the CEO's perception of and vision for IT in your business
- Identify and build core IT processes that automate IT-business alignment
- Create a plan to address alignment gaps impeding business growth
- Deliver your plan to demonstrate IT value and progress

Instead of producing an endless list to add to your backlog, the program brings clarity to what IT priorities need to be, how they are defined, and how their success is measured. It creates a tangible path to alignment and all of its associated benefits. Research reveals that companies with robust IT departments effectively aligned to business goals achieve higher growth compared to IT departments lacking alignment. For CIOs, effective alignment can be the tipping point in moving IT from supporting the business to enabling and transforming it.

Make your way through the report and then allow us to guide you through the results and insights. Invite your CEO to join us on the results call and start your alignment off right.

Throughout the report the CEO and CIO are represented with the following colors:



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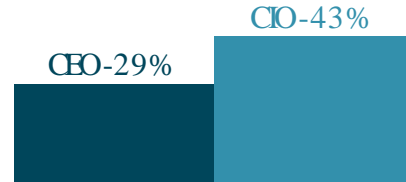
# □ Evaluating IT Fundamentals

Misalignment is easier to spot than alignment. It is most obvious when core activities – strategic planning, budget & staffing, and project management – are out of sync with business goals. Understand expectations around these core activities so you can determine where to focus IT business alignment efforts.

## Overall Satisfaction

Overall satisfaction provides insight into the CEO's perception of IT performance as a business partner. Keep in mind that the CEO is the most important business stakeholder.

□ Rate overall satisfaction with IT performance as a business partner.



## IT Budgeting & Staffing

Account for available resources now and in the future by understanding IT budget and staffing expectations.

□ How much should the IT budget and headcount change in the next 3 to 5 years?



**Budget**  
Proposed change to budget over 3-5 years

CEO + >30%  
CIO + >30%



**Headcount**  
Proposed change to headcount over 3-5 years

CEO + >30%  
CIO + >30%

## IT Alignment Outcomes

Identify whether IT is investing in non-critical areas, leaving business needs exposed, or both. Understand the needs of the business then realign IT resources to best meet them.

□ To what degree does IT invest in areas that do not support the business?

1 — 2 — 3 — 4 — 5 — 6 — 7

CEO: 2, CIO: 0

No gap: 1, Critical gap: 7

□ To what degree do business goals go unsupported by IT?

1 — 2 — 3 — 4 — 5 — 6 — 7

CEO: 6, CIO: 3

No gap: 1, Critical gap: 7

## Keys to Effective Alignment at Your Company

Effective alignment starts with effective IT. Goals need to be defined and success needs to be evaluated in a tangible way. Baking alignment into every layer of IT governance supports long-term success of the IT-business partnership. Use Info-Tech's resources to build effective IT-business alignment in your business.

Rate your satisfaction with the following activities.

◆ Not Required    ◆ Significant Improvement Necessary    ◆ Some Improvement Necessary    ◆ Effective

Activity	CEO	CIO	Description
<b>Understand business goals</b>	◆	◆	<p><b>Align to Business Goals</b></p> <p>You are here. You've started. Continue to take advantage of the CEO-CIO Alignment Program by following up with our experts to ensure a successful follow-through.</p>
<b>Define and align IT strategy</b>	◆	◆	<p><b>Align IT Strategy</b></p> <p>The <a href="#">IT Strategy workshop</a> has one goal: Provide clear, measurable improvements to your IT Strategy, in a week. It provides you with:</p> <ul style="list-style-type: none"> <li>A clear understanding of business objectives, risk awareness, and specific criteria to the relevance, costs, and benefits of IT investments</li> </ul>
<b>Measure stakeholder satisfaction with IT</b>	◆	◆	<p><b>Align with Stakeholders</b></p> <p>Stakeholder management is critical to IT success. The <a href="#">CIO Business Vision</a> is a high impact program that requires little effort on your part. It provides you with:</p> <ul style="list-style-type: none"> <li>Detailed report cards on stakeholder satisfaction with IT and tools and indicators to improve your interaction with key stakeholders</li> </ul>
<b>Align IT project approval process</b>	◆	◆	<p><b>Align the Project Portfolio</b></p> <p>Establish discipline and transparency around IT investments and contribution to business goals with the <a href="#">Portfolio Management workshop</a>. It will provide you with:</p> <ul style="list-style-type: none"> <li>A streamlined process for requesting and allocating IT resources for projects and transparent project approval and prioritization procedures</li> </ul>
<b>Align IT budget</b>	◆	◆	<p><b>Align the IT Budget</b></p> <p>Align the IT Budget: The <a href="#">Cost &amp; Budget Management workshop</a> will get you to manage IT spending so that IT services align with business goals and objectives. It provides you with:</p> <ul style="list-style-type: none"> <li>A forecast for next year's budget, cost improvement to optimize IT spend, and a comparison of key cost accounts to industry benchmarks</li> </ul>
<b>Measure IT project success</b>	◆	◆	<p><b>Align Indicators &amp; Metrics</b></p> <p><a href="#">Performance Measurement &amp; Assessment roadmap</a> guides you on how to use IT metrics to evaluate accountability and success. It provides you with:</p> <ul style="list-style-type: none"> <li>A Metrics Selection &amp; Reporting tool and best practices for communicating IT metrics</li> </ul>

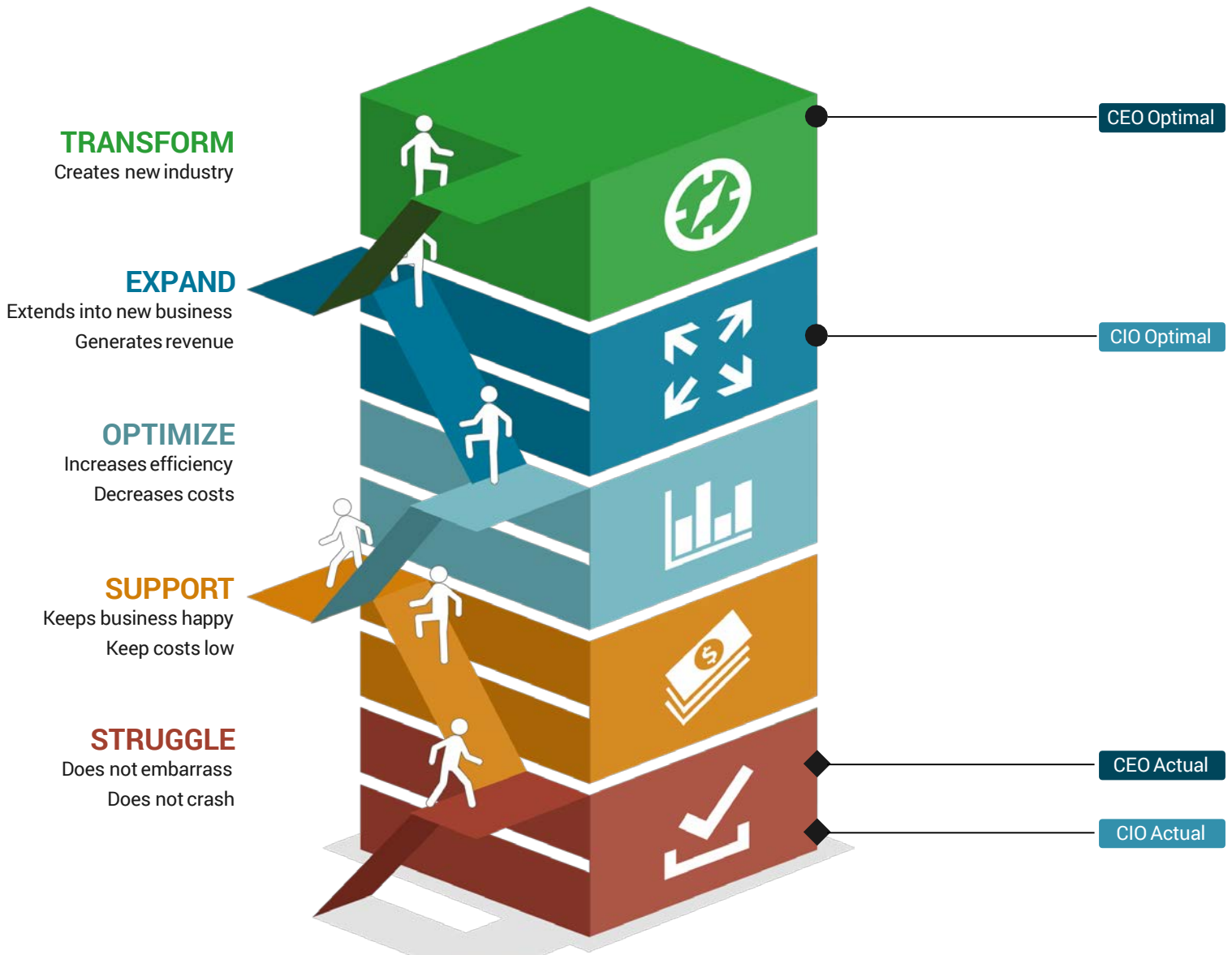
# □ Aligning with Business Goals

For IT to serve as a valuable business partner, IT leaders must direct resources toward supporting and achieving business goals. A CEO functions as the primary business stakeholder. Not only does the CEO need to be consulted on these big ticket items, but more importantly he or she must be understood. IT leaders ignore this reality at their own peril.

## The Role of IT at Your Company

Does IT struggle with, support, optimize, expand, or transform the organization? Understanding how the CEO defines the IT role is critical for the development of the IT mandate and a necessary precursor to building an IT strategy.

□ Describe the role of IT in your organization – now and in the future.



The role of IT needs to be defined by the business and realized by IT. Maximize value created by IT by ensuring that the CEO and CIO agree on how the IT role is defined so that IT effectively addresses business needs.

# BUILD A DATA-DRIVEN IT STRATEGY

**Make Informed IT Decisions by Starting Your Diagnostic Program Today!**

**<https://lean42.com/lean-packages/it-diagnostics/>**

Use our proven Diagnostocs Program - the simplest way to collect the data you need, turn it into actionable insights, and communicate with stakeholders across the organization.

# BUILD A DATA-DRIVEN IT STRATEGY

Use IT assessments to make data-driven IT strategy your most effective weapon.



CIO BUSINESS VISION



CIO-CEO ALIGNMENT DIAGNOSTIC



ASSESS CORE IT PROCESSES



IT STAFFING ASSESSMENT



APPLICATION PORTFOLIO ASSESSMENT



END USER SATISFACTION PROGRAM



PROJECT PORTFOLIO MANAGEMENT DIAGNOSTIC PROGRAM



IT SECURITY DIAGNOSTIC PROGRAM



DATA QUALITY SCORECARD

<https://lean42.com/lean-packages/it-diagnostics/>