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Titolo	Laughing at the CIO [[electronic resource]] : a parable and prescription for IT leadership / / Bob Boiko
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Descrizione fisica	1 online resource (220 p.)
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Soggetti	Chief information officers Information technology - Management Leadership Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Introduction : learn to care about information -- Rebooting IT. Starting up ; Planning with Sandi ; Web services -- Information initiatives. The CRM application ; The Web site ; The intranet ; Knowledge central -- The grand flop. The digerati rebel ; Knowledge central tanks ; Marketing defects ; The end draws near -- Strategy upgrade. Attitude hot swap ; Alpha design ; Beta design ; A rolling release -- Know what information is. Information is simple but subtle ; Electronic information is still information ; eBusiness is still business -- Know why information matters. Information persuades ; Match the "I" and the "T" ; Sort out information from data -- Own information. Take charge ; Perform for the board ; Make long-term plans ; Have an information perspective ; Be at the center ; Stand up for information -- Know the goals. Defining and selecting goals ; What to know about a goal -- Create an enterprise strategy. You want systems but you need strategy ; Problem and solution space ; Value information ; Aim as high as is feasible ; Make strategy statements ; A sample strategy statement ; A simple strategy statement exercise ; Go top-down and bottom-up -- Devolve ownership. Shift strategy ownership ; Shift audience ownership ; Shift information ownership -- Engage intelligently. Break the IT deadlock ;

Proactively approach groups ; Form a value proposition ; Form a key person plan ; Form an education plan ; Chart engagement tactics -- Move management forward. Transcend the print mentality ; Transcend the Web mentality ; Respect the wisdom of traditional publishers ; Create authors ; Use editors ; Be librarians -- Do less. Don't just centralize information ; Manage the least amount of information ; Don't control information--manage it ; Own the management, not the information ; Balance central and peripheral resources -- Set the tone of the department. Don't default leadership to the professionals ; Design from multiple angles ; Destroy the myth of future returns and general solutions ; Destroy the myth of full automation -- Build an information practice. Set department strategy ; Continually craft tactics ; Cultivate key skills ; Create a repeatable process -- Lead information projects. Lead, don't practice ; Boot up a strategic project evaluation process ; Review your project portfolio ; Reign in scope ; Establish project checkpoints ; Originate projects -- Conclusion : be the information guys.

Sommario/riassunto

While many firms focus most on the technological aspects of the information technology (IT) equation, this guide shows that success requires attention to the information itself. Using an instructive business parable, a set of guiding principles is presented; their implementation can be used to effectively build and manage an IT department in any company, large or small. From CEOs and chief information officers (CIOs) to managers who want to become information leaders within their organizations, business leaders will learn how to see the big picture, identify practical goals and
