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Nota di contenuto	THE TRANSFORMATIONAL CIO: Leadership and Innovation Strategies for IT Executives in a Rapidly Changing World; CONTENTS; PREFACE; ACKNOWLEDGMENTS; INTRODUCTION; Don't Be Afraid to Change Your Game; What You Need to Know Now about Business Transformation Strategy; The New Yin and Yang of IT; Is Everyone Really a Transformational Leader?; Moving Target; Transformation, Then and Now; Four Steps to Success; Great Things Happen to Great CIOs; An Overhead Smash; A Model for Transformation; 1: Vision and Organization; Bringing the Vision to Life; One Transformation Leads to Another; Going Global Building the Leadership TeamDemonstrating Value; "It's More about the Future"; Maintaining the Momentum; Don't Be Afraid to Inspire People; 2: Culture and Change; Overturning the Status Quo; From Pentagon to Pyramid; Elevated Perceptions; Organic Innovation; Establish the Baseline; Riding Two Horses; Faster and Cheaper; IT at the Scrub Sink;

Demystifying IT; 3: Partnering with the Business; Connecting at Multiple Levels; The "Outsider"; Transitioning to Global Leadership; Being Where the Strategy Is Set; What's Really Important to the Business?; The Age of Immediacy; New Convergence

Unedited Interview with Marc Benioff4: The Art and Science of IT Leadership; A Continuous Process of Engagement; Best of Both Worlds; IT Thought Leadership; A Magical Decision; "Put Yourself in the CEO's Shoes"; Confronting Reality; No Illusions; 5: Mapping Your Future; What I Really Want Is a Business Partner . . .; Get Yourself a Business Mentor and a Coach; Do I Really Need an MBA?; Your Seat at the Table Is Waiting; Are You Sowing Seeds for Success- or Failure?; Managing Expectations; 6: The First 30 Days; Let Everyone Know That You're Organized; Move Quickly and Confidently

Alter PerceptionsTone Matters; Technology Last; Building from Scratch; 7: CIO Evolution; Keeping It Simple; Tight Linkage Ensures Buy-In; Transitioning from Operational to Strategic; 8: The Road Ahead; A Time for IT Leadership; Figuring Out What's Relevant; Hot and Getting Hotter; Challenges and Caveats; The End of "Inside" versus "Outside"; Strategic Sourcing and Business Value; Little Ideas Can Go a Long Way; Let's Get Granular; Don't Chase Low Unit Costs; A Dose of Common Sense; The Last Word; RECOMMENDED READING; ABOUT THE AUTHOR; ABOUT HMG STRATEGY, LLC; INDEX

Sommario/riassunto

"An actionable framework for leveraging technology to create business value, generate revenue, increase profits and improve customer relationships Describing in rich detail the actual processes, framework, and infrastructure required to develop and execute a strategy of continuous change and business transformation, The Transformational CIO focuses on four specific critical objectives where success is imperative. Includes real-world stories and revealing anecdotes from CIOs and IT thought leaders from companies such as Disney, Dell, Shell Oil, Kimberly-Clark, Kaiser Permanente, Computer Associates, Boston Scientific, salesforce.com, General Motors, Pitney Bowes, IBM, Intel, Microsoft, SAS, Procter & Gamble, Ogilvy Worldwide, Scholastic, Stryker, Navistar and the U.S. Tennis Association. Reveals how the modern CIO must become a master of transformation with the knowledge and ability to shift gears in a heartbeat. Considers critical objectives where success is imperative. In simple, straightforward language, The Transformational CIO is an invaluable toolkit enabling CIOs to stay ahead of the competition and seize the opportunities leading to professional success."--
