



Implementing World Class IT Strategy: How IT Can Drive Organizational Innovation

By Peter A. High

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The actionable guide for driving organizational innovation through better IT strategy

With rare insight, expert technology strategist Peter High emphasizes the acute need for IT strategy to be developed not in a vacuum, but in concert with the broader organizational strategy. This approach focuses the development of technology tools and strategies in a way that is comprehensive in nature and designed with the concept of value in mind. The role of CIO is no longer "just" to manage IT strategy—instead, the successful executive will be firmly in tune with corporate strategy and a driver of a technology strategy that is woven into overall business objectives at the enterprise and business unit levels.

High makes use of case examples from leading companies to illustrate the various ways that IT infrastructure strategy can be developed, not just to fall in line with business strategy, but to actually drive that strategy in a meaningful way. His ideas are designed to provide real, actionable steps for CIOs that both increase the executive's value to the organization and unite business and IT in a manner that produces highly-successful outcomes.

- Formulate clearer and better IT strategic plans
- Weave IT strategy into business strategy at the corporate and business unit levels
- Craft an infrastructure that aligns with C-suite strategy
- Close the gap that exists between IT leaders and business leaders

While function, innovation, and design remain key elements to the development and management of IT infrastructure and operations, CIOs must now think beyond their primary purview and recognize the value their strategies and initiatives will create for the organization. With *Implementing World Class IT Strategy*, the roadmap to strategic IT excellence awaits.

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Editorial Review

Review

"This view from the trenches and the actions of executives who have made IT a driver of innovation, infuse *Implementing World Class IT Strategy* with rich details and illuminating case studies. It is a must-read for anyone interested in making IT a leader rather than a follower." - *Forbes*

Implementing World Class IT Strategy is full of useful advice, ranging from what steps to take in order to help the company and its divisions better articulate strategic plans to how best to review, refresh, and communicate these plans.—*Forbes*

From the Inside Flap

With rare insight, expert technology strategist Peter High emphasizes the acute need for IT strategy to be developed not in a vacuum, but in concert with the broader organizational strategy. This approach focuses the development of technology tools and strategies in a way that is comprehensive in nature and designed with the concept of value in mind. The role of CIO is no longer “just” to manage IT strategy—instead, the successful executive will be firmly in tune with corporate strategy and a driver of a technology strategy that is woven into overall business objectives at the enterprise and business unit levels.

High makes use of case examples from leading companies to illustrate the various ways that IT strategy can be developed to do more than simply fall in line with business strategy; it can actually drive that strategy in a meaningful way. His ideas are designed to provide real, actionable steps for CIOs that both increase the executive’s value to the organization and unite business and IT in a manner that produces highly successful outcomes.

While function, innovation, and design remain key elements to the development and management of IT infrastructure and operations, CIOs must now think beyond their primary purview and recognize the value their strategies and initiatives will create for the organization. With *Implementing World Class IT Strategy*, the roadmap to strategic IT excellence awaits.

From the Back Cover

Praise for *Implementing World Class IT*

“The CIO role has evolved into one of a true business leader. CIOs must be focused on the company’s business strategy and find ways to deliver value, not just by cutting cost, but by driving the top-line. *Implementing World Class IT Strategy* provides insights into how today’s CIOs must operate and behave through the experiences of those who are doing it.”

—**BRUCE HOFFMEISTER**, global chief information officer, Marriott International

“Technology is transforming business and industries and those that capitalize will grow and those that do not will be left behind. *Implementing World Class IT Strategy* captures the many dimensions required for the contemporary CIO to be successful.”

—**TIMOTHY J. THERIAULT**, senior vice president, chief information, innovation and improvement officer, Walgreens

“In *Implementing World Class IT Strategy*, Peter highlights the difficulty in being both operationally focused and strategically focused. As a CIO you absolutely need to keep things running smoothly, but you also need to make sure your organization is prepared to take advantage of changes—changes in your industry, changes in your customer needs, and changes in technology to deliver your products and services. Peter’s insights around striking the right balance are invaluable.”

—**BILL KRIVOSHIK**, senior vice president and chief information officer, Time Warner

“All IT strategy boils down to answering one simple question: ‘What do we need to be able to do tomorrow that we can’t do today?’ If we can answer that question in clear, concrete business terms, then we can build the right IT strategy. In his discussions with many IT thought-leaders, Peter High has set out to help answer that and many other questions along the way.”

—**STUART MCGUIGAN**, chief information officer, Johnson & Johnson

“Peter takes the industry’s best thinkers and shares their patterns of success using IT to transform business.”

—**KIMBERLY S. STEVENSON**, corporate vice president and chief information officer, Intel Corporation

“Peter High provides practical advice on how to embark on the journey from tactical CIO to strategic CIO, highlighting proven methods that he and many leading CIOs have used to become strategic advisors to their colleagues, ultimately driving tremendous value to their companies and customers.”

—**GREG CARMICHAEL**, president, chief operating officer, and former chief information officer, Fifth Third Bancorp

“Peter does an exceptional job of cutting through the myriad aspects of our changing technology landscape, distilling the salient lessons for senior IT and business executives, and providing a superb framework for strategic decision making.”

—**JIM WHITEHURST**, president and chief executive officer, Red Hat

Users Review

From reader reviews:

Daryl Biddle:

This *Implementing World Class IT Strategy: How IT Can Drive Organizational Innovation* book is not ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book will be information inside this book incredible fresh, you will get data which is getting deeper an individual read a lot of information you will get. This particular *Implementing World Class IT Strategy: How IT Can Drive Organizational Innovation* without we know teach the one who looking at it become critical in contemplating and analyzing. Don't end up being worry *Implementing World Class IT Strategy: How IT Can Drive Organizational Innovation* can bring any time you are and not make your handbag space or bookshelves' grow to be full because you can have it with your lovely laptop even mobile phone. This *Implementing World Class IT Strategy: How IT Can Drive Organizational Innovation* having fine arrangement in word and layout, so you will not truly feel uninterested in reading.

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Tammy Booker:

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