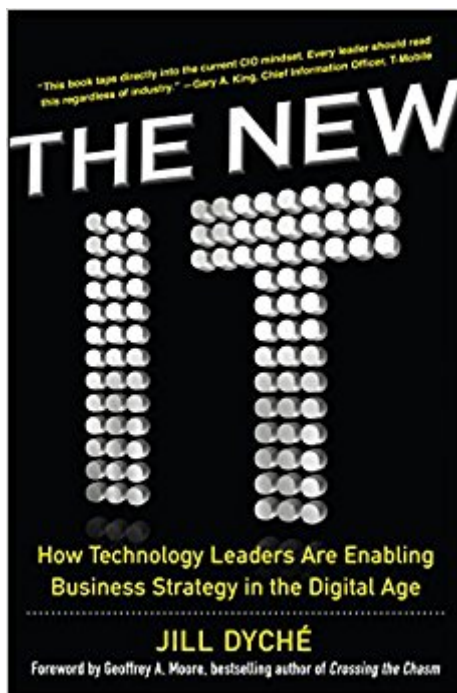




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# The New IT: How Technology Leaders Are Enabling Business Strategy In The Digital Age (Business Books)



## Synopsis

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dych has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: "What should we do about shadow IT?" She decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it's time for a manifesto for leaders who recognize and are nervous about the demands of the digital age. Whether you're an executive, department head, or IT manager, *The New IT* provides an action-ready blueprint for building and strengthening the role of IT in your company and prescribing IT's future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company's culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. *The New IT* provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn how to bring your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for *The New IT* "Jill has penned a de Toquevillean map of the digital world. Should be a required text for every business leader in the country." Thornton May, futurist and author of *The New Know* "Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dych describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT." Kimberly Stevenson, Vice President and Chief Information Officer, Intel "Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment),

and influence (strategy). It's a timely book that should be read by executives across organizations.

—Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles

“A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset.”

—Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of IT Governance

“Everywhere I go I hear complaints about the old IT. Jill Dych's book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!”

—Thomas H. Davenport, Distinguished Professor, Babson College, and author of Competing on Analytics and Big Data @ Work

## Book Information

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Nailing IT hiring: The leader's hiring cheat sheet To hire well in the new IT, leaders need to get comfortable with the irony that getting and keeping top talent has relatively little to do with the candidate's goals and likeability. Hiring success comes from matching what the company needs with work that will challenge and fulfill the candidate. Ideally both the organization and the employee can then grow together. The best leaders have a level of clarity about what the job is, indeed what delivery looks like, before beginning the interview process. They can answer some basic questions of their own, for instance, 'How will the candidate create value in the role?' or 'How much guidance will this position require, and how much can

I realistically provide?#039;;before beginning interviews. This infographic illustrates a representative &#039;cheat sheet&#039; that hiring leaders can use as a checklist for ensuring they have all the bases covered.

Jill DychÃfÂ© is the Vice President of Best Practices for SAS. She is also an acknowledged speaker, author, and blogger. Previously, Jill was a partner and co-founder of Baseline Consulting. She has written three books on the business value of IT, including the bestselling The CRM Handbook.

I'm sure I'm breaking some etiquette rule about commenting on a book the author has so graciously quoted you in (full disclosure); but I must. This is a 'go to' book on IT leadership and management. It's fresh. Engaging. Practical and direct. Written in English vs. techno-naba, this is a book every CIO can share and discuss with other line-of-business executives to strengthen shared goals and create open conversation. Case in point: check out the IT Self-Assessment section one. My personal favorite is Jill's chart on Common Excuses for the IT Status Quo. Milk and cookies any one? Not only can the CIO read and benefit from this book herself; but it can also be used as a great team building and learning tool for the entire IT management team. I wish I'd had this book 20 years ago. CIO/IT Leader or Executive struggling with the role of the IT function in your company: Get this book.

Definitely a must-read for anyone who plans on influencing not just IT organizations but organizations as a whole. Oftentimes, when companies talk strategy they think about sales, operations, and marketing, etc. With the advent of IT systems that make sales projections, optimize operations, and market companies in the digital landscape, you have to realize that business strategy IS technology strategy. This book provides you with a wide collection of case studies that will inspire you to look at your organization differently. It provides practical tools that will help you diagnose your current state and plan your next steps. Finally, it provides great insight into how CIOs and CEOs need to work together to build the strategy for the future. I certainly look to working these ideas into my strategy sessions moving forward.

This title will help deeply knowledgeable IT people make the connections between the work they do and the reasons the organization wants them to do the work The book makes both business and IT sense by demonstrating the need for a why before IT does the what. This is not a book to simply

make you a better IT person; it is a book that will help you become a better organization contributor. If you want to understand how your CIO or CTO thinks, start here.

While seemingly obvious, it is amazing how IT flirts with its own irrelevance, but does nothing about it. Establishing archetypes, some humility based mea culpas, and some self reflection... All establish the help me help you (or help me help myself) attitude that we need to foster.

I strongly suggest CIOs and Business Unit Managers (C-Level), who wants to transform digital era on their companies and understand IT with business perspective to read this book. Jill Dyche deserves all the applause for bringing a new point of view for IT business relation and transformation.

If you are am IT leader, you will identify yourself in this book. it will make you review how you operate today and what you can to change. I took notes in almost every chapter and now I am trying to see concrete actions that I could take.

This book really helped me rethink the strategies my department is currently using. I have actually recommended it to a number of other IT leaders at my company.

How to use new technologies and innovation to better position IT in the core of the business straregy. Great book to enable collaboration between business and IT

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