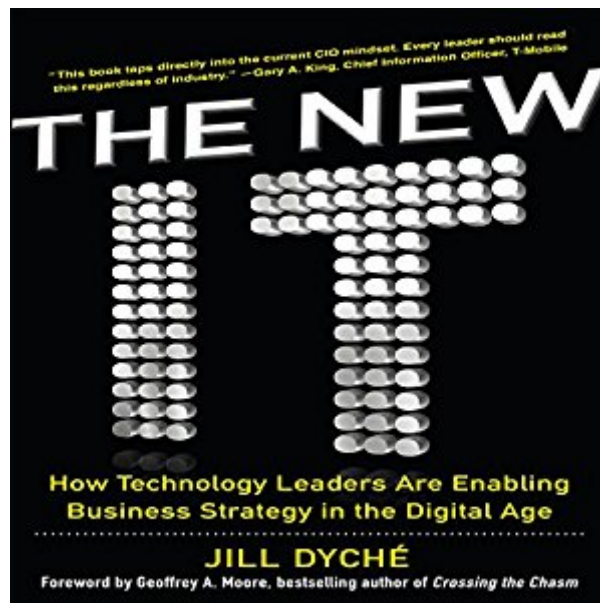




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# The New IT: How Technology Leaders Are Enabling Business Strategy In The Digital Age



## Synopsis

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and best-selling author Jill DychÃ© 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's 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.

## Book Information

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## Customer Reviews

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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