



## CUSTOM PROGRAM

# Information Technology Alignment

FOR BUSINESS AND TECHNOLOGY EXECUTIVES

Professor Paul Tallon leads an interactive workshop that teaches participants how to measure and improve the extent of alignment between IT and business strategy. Many companies fail to recognize the importance of alignment planning and subsequently struggle with technical execution. The stakes are especially high as IT becomes increasingly important to business success. IT misalignment can have an adverse effect on firm performance but it can also mean that companies are losing out on how best to use IT for competitive advantage. So what can companies do to address this challenge? Workshop participants will learn how to perform a current and future IT alignment assessment, then will create a roadmap to resolve deficiencies within their current IT alignment portfolio. This roadmap will address such topical areas as cloud strategies, real options, and IT platform investments.

Participants should plan to individually engage in the workshop learning process with instructor guided hands-on tools, case analysis, and active simulations.

## KEY BENEFITS AND LEARNING OUTCOMES

During this program you will:

- Develop an understanding of terms and techniques used to understand and measure current information technology and business strategy
- Benchmark IT alignment in your company against 400 global companies
- Discover best practices for managing IT and establish a roadmap for success
- Find new ways to communicate about the importance of IT alignment
- Understand the impact of changing global conditions on firm performance

## WHO SHOULD ATTEND?

The program is designed for mid-career professionals looking to improve their technology management acumen and understanding of key ways that technology can improve business performance.

## DETAILS

### UPCOMING SESSIONS

Spring 2017  
(Dates TBD)

### FEE

\$3,200  
Includes 12 hours of instructional contact time, plus 1-on-1 coaching follow-up

### LOCATION

Loyola University Maryland  
Graduate Center - Timonium Campus  
2034 Greenspring Drive  
Timonium, MD 21093

This seminar can also be conducted offsite and customized based on the needs of your organization.

### CONTACT

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*Loyola University Maryland education programs have been approved for CPE credit by the Maryland State Board of Accounting. Participants in the program may submit for one CPE credit per training hour. According to standard audit practice, participants may request a seminar content outline from the Executive Education Office by calling 410-617-2303 if/when additional information is required.*

