

CRANFIELD IT LEADERSHIP PROGRAMME



www.cranfield.ac.uk/som/executive/itlp

THE CRANFIELD IT LEADERSHIP PROGRAMME

OVERVIEW

IT directors, Chief Information Officers (CIOs) and IT executives have a vital leadership role as organisations become more dependent on technology, both operationally and strategically. This innovative programme will provide you with the skills and confidence to be effective in a senior IT position. With its distinct practice focus, it will also give you the tools and techniques to improve the effectiveness of your organisation in the use of IT while also emphasising your own personal development.

Delivered over a four-month period in three modules, you will work on contemporary case studies and exercises that have practical relevance for your organisation. Combined with direct access to the course tutors between modules, your learning will be reinforced through focused work-based assignments.



"This programme is probably the most useful and valuable training I've ever undertaken"

TIM BIRMINGHAM

BENEFITS

PERSONAL BENEFITS:

- Broaden your knowledge base and successfully impact your performance
- Develop leadership skills and competencies to advance your career
- Learn new skills and competencies that are essential for shaping the strategic direction and driving business value through IT
- Create a network for life.

ORGANISATIONAL BENEFITS:

- Immediate effectiveness through assignments, giving you the opportunity to use theories and frameworks in a practical setting
- Exposure to new tools and techniques as well as innovative practices and ideas to implement immediately
- Visible sign of career development for employees
- Improve organisational effectiveness, specifically focusing on how IT can add value to your organisation.



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CONTENT

This programme is delivered over three modules, each with a specific theme: **Building Capability**, **Cultivating Relationships** and **Driving Change**. The content for each module will be based on leading edge research.

MODULE 1: BUILDING CAPABILITY

For the IT executive, a key thrust of this programme is to build the capability to be successful. The organisation itself must similarly have a capability to continuously deliver business value through IT.

Themes covered during this module include:

- Exploring the evolving role of the CIO/IT Director
- Reframing the CEO/CIO dialogue
- Growing great performers
- Generating business value through IT investments
- Synchronising business and IT strategies
- Crafting the information systems and technology strategy
- Designing an effective IS organisation (new blueprints)
- Developing appropriate sourcing strategies
- Creating an IT architecture for business agility
- The leadership challenges of the CIO.



"I found the course pretty much life-changing in terms of the changes that I will now be putting into place to move towards my eventual role of CIO/CTO. Really useful skills, techniques and examples that I will be able to use back in the business".

AARON BAZLER
HEAD OF INFRASTRUCTURE,
MANCHESTER AIRPORT GROUP PLC

"I would strongly recommend the Cranfield IT Leadership Programme. I recently graduated from this course... and it is very much about the CIO role in business transformation... It is far more suited to our delivery expectations than the MBA I completed, in my opinion."

ED HEFFERNAN
GROUP CHIEF INFORMATION
OFFICER, E2V TECHNOLOGIES PLC

"My expectations of the Cranfield IT Leadership Programme were met by the real-world speakers – with their examples of how issues had been resolved in their environments, insights into personal behaviour (including my own) and the project assessment models. I would recommend this course to anyone in a senior IT role".

CHRIS STUBBS
IT SUPPORT SERVICES MANAGER,
MONARCH AIRLINES

MODULE 2: CULTIVATING RELATIONSHIPS

For both the organisation and IT leader, positive relationships are a key element of success. IT executives must be able to forge relationships right across the organisation as well as with external service providers and vendors.

Themes covered during this module include:

- Diagnosing the gap between “IT” and “the business”
- Engaging the business
- Managing relationships through power, politics and personality
- Delivering IS resources and services (incl. ITIL, ISO 20000, CobiT)
- Understanding ‘oneself’ and others
- Leadership and motivation
- People types and projects
- Analysing customers, their expectations and how to truly delight them
- Building your network and social capital
- Perfecting the art of influencing and communications
- Creating an effective IT governance structure.

MODULE 3: DRIVING CHANGE

For the IT executive increasing their effectiveness is only likely if they undergo personal change. At an organisational level, value from IT investments only emerges through creating change in the organisation and/or its business model.

Themes covered during this module include:

- Leading and implementing change (tools and techniques)
- Establishing a project/programme office (PMO)
- Navigating the cultural landscape
- Dealing effectively with organisational politics
- Managing change in large IT implementations
- Driving business innovation through IT
- Understanding peoples’ motives and drivers
- Overcoming the IT stereotype
- Maximising personal effectiveness
- Becoming part of the inner sanctum.

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COACHING

Between modules you will undertake a practice-based assignment. For this activity, coaching and support will be provided by the programme tutors.

PARTICIPANT PROFILE

This programme is aimed at:

- IT Executives and their key reports
- IT Executives with ambition to lead in the future
- CIOs/IT Directors who feel that they need the “extra edge”
- Other Senior Managers with responsibility for IT.

COURSE DIRECTOR

Professor Joe Peppard holds the Chair in Information Systems.

DETAILS

3½ days + 3 days + 2 days residential

CONTACT

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Course materials and accommodation are also included.

Book online: www.cranfield.ac.uk/som/executive/itlp

THE CRANFIELD EXPERIENCE

The learning environment at Cranfield provides a world-class experience of management development. Throughout your stay at Cranfield we provide you with the support you need, either to switch off completely from work, or to keep in touch using our extensive facilities.

Our lecture and syndicate rooms are all air-conditioned, with comfortable seating and plenty of room. The bedrooms are all designed to support your needs and include modem points and desk space. The leisure facilities include a swimming pool, sauna and mini-gym. Tennis, squash and badminton are also available nearby.

HOW TO FIND US

Cranfield School of Management's rural setting in Bedfordshire allows you to fully absorb yourself in your chosen development programme without distraction.

Located about halfway between London and Birmingham, and on the outskirts of the rapidly developing city of Milton Keynes, Cranfield's location and travel links could not be better.

Junctions 13 and 14 of the M1 are five minutes away and the railway station at Milton Keynes is 20 minutes by taxi.

London Luton, Stansted and Heathrow airports are 30, 90 and 90 minutes respectively by car, offering superb connections to and from just about anywhere in the world.





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