



*Conference:  
Strategic IT Leadership*

*21 - 25 April 2025  
Casablanca (Morocco)  
New Hotel*

## Conference: Strategic IT Leadership

Conference code: CO8105 From: 21 - 25 April 2025 Venue: Casablanca (Morocco) - New Hotel Conference Fees: 4675 € Euro

### Introduction

Management of IT services is no longer enough. The strategic importance of information services to the enterprise makes IT a critical partner in meeting business goals.

Defining IT strategy, leading an agile IT organization that is customer-centric, making good strategic management and technical decisions, and leveraging your IT resources is the challenge IT leaders face today. Strategic IT Leadership will give you the skills you need to meet these challenges.

### Conference Objectives of Strategic IT Leadership

This seminar reveals the most important aspects of leading and managing a world-class, strategically aligned IT department.

From aligning IT projects with corporate strategy to defining value and performance measurement, knowing when to adopt new technologies, from team building and finding and keeping the right people, to planning and budgeting, you will learn the keys to strategically aligning your IT services with professional, world-class, proven techniques.

### Conference Methodology of Strategic IT Leadership

The seminar combines presentations with interactive workshop exercises, supported by video material and case studies. Delegates will be encouraged to participate actively in relating the strategies of effective IT leadership to the particular needs of their enterprise.

### Organizational Impact of Strategic IT Leadership

- Learn techniques for aligning IT and corporate strategy for maximum ROI.
- Develop visionary, innovative, and effective IT strategies for the success of the organization.
- Making new IT initiatives and technologies support the corporate vision.

### Personal Impact of Strategic IT Leadership

- How to be an effective, strategic IT leader
- Improve your management, influence, and negotiation skills
- Learn to evaluate technology solutions, vendor selection, and outsourcing.

### Conference Outlines of Strategic IT Leadership

Day 1: Leading and Managing the IT Department

- Understand the challenges of the IT manager
- How to value IT services
- Communicate IT value to upper management, peers, and end-users.
- Understand the responsibilities of the IT team leader.

### Managing Technology

- Understand the Strategy for Managing Existing Technology
- Know when to develop and adopt New Technologies
- Be Aware of how to manage assets effectively.

### Day 2: Using Influence

- Understand the different types of influential power.
- Be aware of the various influence strategies
- Select the most effective influence strategy for the situation
- Understanding negotiations, tactics, and techniques.
- Use influence effectively to thrive as an IT manager

### Strategic Decision Making

- Apply strategic decision making
- Recognizing strategic decisions and initiatives.
- Apply strategic decision-making to vendor selection
- Understand when to outsource

### Day 3: Building the IT Management Team

- Evaluating IT performance and metrics
- Understanding delegation and motivation
- Team building
- Managing the management team and stakeholders.

### IT Project Management

- The Importance of Project Management
- Defining Project Manager talents and skills
- Understanding the principles of Project Management

### Day 4: Develop the IT Strategic Plan and Budget

- Using the mission as an IT driver
- Defining the customer profile
- understanding the partnership model
- Creating a strategic plan
- Planning and budgeting issues

### Managing IT Quality

- Understanding the importance of managing by process
- Understand the definitions of quality
- Applying maturity models
- Using process management
- Applying international standards

### Day 5: IT Performance Metrics

- Developing a measurement strategy
- Creating a 'Best Practices' based organization
- Deploy metrics
- Managing by facts and results
- Integrate metrics into the strategic plan

### Common Pitfalls and Lessons Learned

- Balancing technical and corporate requirements
- Balancing tactical and strategic decisions
- Evaluating new and existing technologies
- Balancing management styles and culture.

## Registration form on the Conference: Strategic IT Leadership

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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