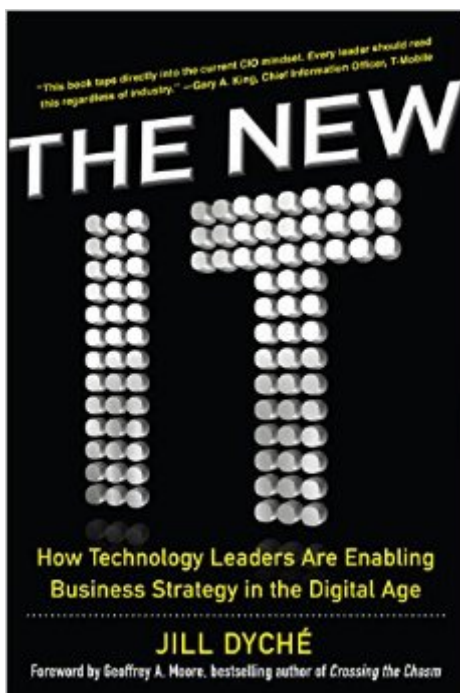


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# The New IT: How Technology Leaders Are Enabling Business Strategy In The Digital Age



## Synopsis

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and 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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View larger 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?', before beginning interviews. This infographic illustrates a representative 'cheat sheet' that hiring leaders can use as a checklist for ensuring they

have all the bases covered.

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