



# The Boston University European CIO Pocket MBA Programme

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Breaking through your ceilings

Ask any group of business executives what's wrong with their corporate IT function and it won't take them long to complain that their IT colleagues don't speak the language of business and don't empathise with the real business issues the organisation is facing; they may go on to complain that their IT counterparts are more interested in technology for its own sake.

To prove they are right, they will often cite yet another example of an IT executive presenting some technology gobbledeygook at a recent board or other key meeting.

Whatever the degree of truth that lies behind these claims, they are very damaging to relationships. They are also enduring. Progress is made and then, when the heat is on, someone who should know better makes another provocative technology pitch to the wrong senior audience and justifies everyone's prejudices. To them it seems IT professionals just don't learn.

These same old problems show up in surveys, in research and in 360 feedback. They feature in articles, in conferences and in boardrooms up and down the country. It robs IT executives of their influence and credibility, of their promotions, even of their jobs and ultimately of the business career they could have had.

In contrast, what happens when a "rare" IT executive combines a sound technology perspective with a genuine feel and passion for business? Then the focus is totally business: strategy, objectives, CSFs, delivery, risk management and the rest.

This IT executive is a core and valued member of the business executive team: while others on the team can dream it's only the IT executive who knows what IT can really deliver, and how to get it done. This IT executive can become a critical member of the CEOs delivery team and is destined for the forums where the future of the business is discussed and planned.

So how is it that most IT executives have had to settle for being a business outcast when their future would be so much more assured when they operate from inside the business fortress? Research gives us the answer. Over the last 35 years, IT has evolved so quickly that it has created a relentless wave of new technical skills and shortages that generations of IT professionals have had to address just to keep up. This has left little development time and budget for business education.

On the benefit side this has generated a buoyant market for IT skills, which have been well rewarded. On the cost side it has perpetuated the gap between IT and the rest of the organisation and reinforced the perception that IT people are more interested in the technology than the business.

By the time an IT executive realises that he or she has left formal business education late; it is often too late. Beyond a certain point it becomes enormously difficult to take the time out from the job, or the

career break, to study for an MBA or other business related degree. And where would you then practice the skills? So generations of IT executives have found themselves stuck; accused by the business of not having enough business focus, and being able to do very little about it.

Very little, that is, until now. Today's busy IT executives are unlikely to take a year out to do an MBA, but they can take three short-course modules designed to address the specifics of business insight and orientation that is causing them problems. In the USA these executive development programmes are targeting different professional groups (lawyers, doctors, etc). We are making one of the latest and best of them, the Boston University CIO Pocket MBA Programme, available for the first time in London so you don't have to travel to the USA to take advantage of this world-class, focused business education for ambitious IT executives.

The BU CIO Pocket MBA may provide you with your first business qualification but it won't be in stuffy business theory. The modules in the programme have been developed to impact your future performance in key areas such as: leading transformation, building a strategy for getting things done, creating new organisational models, and strategic alignment in the 21st century.

Act now to secure your place! Boston University is a renowned centre of excellence for strategic thinking and business development. The CIO Pocket MBA is their cutting edge executive education programme designed specifically for IT executives who need to take a lead in business.

And the faculty is world-class too. John Henderson is a leading authority on the development of strategic IT partnership for competitive advantage and is retained by the boards of leading Fortune 500 companies. Narula Venkatraman is the world's thought leader on disruptive technology and its effects on market value chains, and advises global research firms. Mike Lawson, senior associate dean of Boston University is a leading expert on the role of IT in economic globalisation and the brains behind the executive development programmes.

We at CIODEVELOPMENT.COM are proud and thrilled to be making this world-class programme available to UK executives only weeks after it has become available in the USA. Act now to secure your place by contacting [rachel.onder@ciodevelopment.com](mailto:rachel.onder@ciodevelopment.com). By return you will be sent the information pack and priority-booking request. Act now; space is limited and we anticipate a heavy demand for this unique programme.

Contact Rachel Onder at [rachel.onder@ciodevelopment.com](mailto:rachel.onder@ciodevelopment.com) to reserve your place or to request the information pack. Please act today; space is limited on this unique Pocket MBA programme for IT executives.