Enterprise Transformation & Integration

Beyond IT/Business Alignment

PENNSTATE Executive Programs

Developing Leaders. Delivering Results.
www.smeal.psu.edu/psep

February 17-21, 2014 and November 17-21, 2014

Program Objectives

Enterprise Transformation & Integration: Beyond IT/Business Alignment will help you create the foundation for an enterprise framework that captures the current state, envisions the future state, and determines actions needed for guiding integration and transformation efforts. The program covers how to use current theory and research, leading-edge industry experience, and proven best practices and techniques in order to develop a roadmap for effective and sustainable organizational integration and transformation.

Who Should Attend

This program is designed for CIOs; EVPs; senior strategists, senior IT managers; enterprise, business, and technical architects; business and IT strategists, enterprise transformation analysts, enterprise portfolio managers, supply chain professionals, and others with strategy and leadership responsibilities in their organization.

Program Benefits

Enterprise Transformation & Integration will improve your ability to:

- Help the enterprise develop and articulate actionable strategic plans
- Remove the barriers caused by trying to just "align IT with the business"
- Define and design competitive organizational strategies and architectures
- Analyze and define effective extended enterprise and supply chain architectures
- Communicate the value of adaptive enterprise architecture to organizational leadership
- Form a common architecture vision among lines of business and IT
- Create an effective enterprise architecture discipline to drive higher organizational value
- Gain insight into far-reaching technological and business changes that are transforming inter-business relationships
- Respond to new business challenges and technical complexity in the face of heightened time and budget constraints

Program Content

This unique program combines top faculty leaders from Penn State and other leading institutions, including a business-technology expert from Gartner, the world's leading provider of IT research and consulting. Content covers:

The Evolving View of the Strategic Alignment of Business and IT

- Understanding the pitfalls of traditional alignment thinking
- Understanding organizational architectures for enterprise integration and transformation
- Understanding value and business outcomes

Strategic Leadership for Integration and Transformation: Assessing Your Challenge

- The organizational challenges
- Organizational culture and competitiveness
- Life-cycle dimensions of organizational culture

Register for this Program

Reserve your place by phone or e-mail, and then complete your registration online at *www.smeal.psu.edu/psep*. Registrations are requested a minimum of six weeks prior to the start of the program.

Phone: 1-800-311-6364

E-mail: psep@psu.edu

Program Content (cont'd)

- Leadership and decision making for successful enterprise integration and transformation
- Integrating enterprise IT and business processes with the goals and strategies of the business

Effective Business Design

- Understanding twenty-first century organizations
- Developing the organizational architecture
- Understanding the process of organizational adaptation
- Developing adaptive strategies
- Developing a modern design framework
- Leading the design-thinking organization
- Understanding system of systems thinking

Designing Effective Business Architectures

- Identifying competitive imperatives
- Linking investments in IT to improved business performance
- Developing the holistic enterprise analysis framework guiding integration and transformation efforts
- Overcoming the challenges of integration and transformation across the supply chain and extended enterprise
- Understanding the capability-based organization
- Assessing capabilities for strategy delivery
- Using capabilities to link strategy and projects

Core Ideas of Adaptive Enterprise Architecture

- Successful approaches for effective enterprise architecture
- Exploiting opportunities while managing risk
- Strategic alignment and change management
- Understanding value measurement and communication
- Using enterprise architecture practices to successfully implement the enterprise transformation over time
- Enterprise portfolio management as a tool for enterprise integration and transformation

Faculty Leaders

This program will be presented by top faculty from Penn State and other leading institutions. To view their vitae, please visit http://www.smeal.psu.edu/psep/open/ets.html.

Dr. Brian Cameron, Program Faculty Director, Executive Director, The Center for Enterprise Architecture, College of Information Sciences and Technology, Penn State

Mr. Scott Bittler, Research Vice President, Architecture & IT Business Group, Gartner Inc.

Dr. Sandeep Purao, Associate Professor, College of Information Science & Technology, Penn State

Mr. Jeff Scott, Vice President of Business and Technology Strategy, Accelare, Inc. Formerly with Forrester Research

Dr. Albert Vicere, Executive Education Professor of Strategic Leadership, Smeal College of Business, Penn State

Location

This four-day program will be conducted at the Penn State University Park campus in State College, Pennsylvania, and held in private, modern executive education facilities. Participants lodge at the historic Nittany Lion Inn.

Fees

The program fee for Enterprise Transformation & Integration: Beyond IT/Business Alignment is $4,400 (includes lodging and meals). Members of select enterprise architecture related professional associations are eligible for a discounted program fee of $3,800. Please see the website for a list of eligible professional organizations.

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings for each additional participant. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.

Penn State Executive Programs

Open the doors to transformational learning experiences with Penn State. We work with organizations and leaders from around the world to help shape strategies and practices that fuel competitive advantage and business success. We link strategic understanding with powerful ideas about how decisions affect overall corporate performance.

Each program in our diverse portfolio offers:

- Learning experiences that pair practical action learning and coaching with new knowledge, tools and perspectives;
- Exposure to leading faculty and practitioner executives with extensive experience working with business professionals;
- Deeper exploration of critical topic areas with examples of how organizations around the world are addressing challenges now;
- Focus on successfully applying concepts to meet the needs of your unique situation.

Penn State Executive Programs also partners with organizations to develop custom learning initiatives and to address critical strategic business challenges. Please reach out to discuss how we can work with you.

PENNSTATE
1855 Executive Programs

This publication is available in alternate media on request. The Pennsylvania State University is committed to affirmative action, equal opportunity, and the diversity of its workforce. BUS. U. Ed 12-52 RT02-12