IT Manager Institute
and ITBMC Certification Program

IT Manager Institute #56 – 2013 – Dubai, United Arab Emirates

IT managers have the toughest management challenge

Consider these annual survey facts:
- Over 50% of IT organizations are out of sync with their companies.
- Up to 70% of IT projects fail.
- Senior executives don't understand IT and have difficulty quantifying IT value.
- IT is often viewed as **reactive, unresponsive** and **unreliable**.

and there is
no one around to help an IT manager

All of these problematic issues are easily resolved if you have the knowledge and insight or experience in dealing with them.

For example, it only takes 1-2 hours to discover an IT organization is out of sync with their company. And, when you do just a couple of things there is no way to have an IT-Business disconnect. Guaranteed.

The other issues are also easy to address with knowledge and insight every IT manager needs.

Mike Sisco, ITBMC

I was an IT manager and CIO for more than twenty years and fortunate to work for companies where I could observe and work with hundreds of IT organizations.

In my early years of IT management, I struggled like so many young managers do. By investing in my management knowledge, observing senior managers, and learning from a few failures at times, , , I developed processes and tools to help me consistently achieve IT success.

Later in my CIO role I looked for *practical training* programs to develop young IT managers but could not find anything of value.

In 2000 MDE Enterprises, Inc. was created and the IT Manager Institute launched in 2003 to make a difference. Our mission is simple:

"helping IT managers of the world achieve more success"

BENEFITS

IT organizations offer their company huge leverage. In fact, only IT has the ability to improve every organization within your company by:

- Decreasing cost
- Improving productivity

Boost your career when you achieve more success. Senior managers need leaders who are:

- Proactive
- Predictable and reliable
- Initiatives are business driven
- Cost justify every recommendation
- Deliver business value

You will learn to manage the business of IT support versus managing technology – a huge difference.

The **IT Manager Institute** will show you how to do all of this step by step and provide you with a practical IT Management Process and guidance on:

- *What to do* to achieve IT success
- *How* to go about it
- *Tools and examples* to help you execute immediately

You will finish the program empowered to achieve more IT success because you will have a path to follow, insight as to why things happen the way they do and all the tools you need to do the job.

A few key examples include:

- Eliminate the IT-Business disconnect forever
- Develop business driven IT strategies proactively
- Deliver business value & gain senior manager praise
- Differentiate yourself with successful projects
- Create IT credibility to become a business partner
- Quantify and communicate IT value
- Motivate your team with little or no money
- Learn about the work behavior traits of IT people
    - Why these traits create challenge
    - How to resolve employee conflicts
    - How to overcome communication challenges
- Build achievable budgets quickly and easily
- Cost justify IT initiatives and develop ROI
- Learn how to communicate with non-IT managers
- Find cost savings that more than pay for the program
- , , , and much more

WHO SHOULD ATTEND

The IT Manager Institute program was designed to accommodate anyone who has a vested interest in the success of an IT organization.

This includes senior IT managers and non-IT executives with many years of experience as well as first-time managers with little or no actual management experience.

A typical class includes candidates:

- From all industries
- From large and small companies
- With significant differences in management experience
- From all parts of the world

**IT Manager Institute #33 - 2009
Atlanta, GA**

ITBMC CERTIFICATION

Managers who pass a 5-part ITBMC exam qualify for ITBMC status.

IT Business Manager Certification was developed in a joint venture between MDE Enterprises, Inc. and Belmont University in 2005. It recognizes the student has received the **IT Manager Institute** resources and training and understands the

importance of focusing on the business of IT support to deliver *tangible* & *quantifiable* business value!

AGENDA

Session-1 - IT Manager Foundation

Learn about the Triple Threat to IT Success™, key traits of a successful IT manager, and about the personality dynamics of IT employees that both help and hinder their efforts. This foundation material will help you understand "why" things happen as you learn best practices in how to manage technology resources effectively.

Session-2 - IT Assessment

The key to success is identifying what to work on and what your organization can do. Follow a proven formula to conduct an IT assessment for any level of IT responsibility you might have. A case study makes it very real.

Session-3 - IT Strategy

Don't wait to be asked, , , develop your IT strategy now and gain senior management's respect. This step is key in aligning your IT organization with your company's business needs and objectives.

Session-4 - IT Project Management

Delivering projects successfully is the path to credibility. Use simple techniques and tools to do so and that report IT value and you will separate your organization from others.

Session-5 - IT Organization

Right-size your organization to support the business and start by conducting a skills inventory that defines what you need and what you have. Focus on the gaps to get there quicker and reliably.

Session-6 - IT Staff Motivation & Development

Learn to motivate your staff like never before, , , and with little or no money. A motivated staff can do powerful things and will walk through fire for their manager.

Session-7 - IT Processes

Key processes are needed to help your team provide IT support. Incorporate a few simple processes to help them execute successfully and become a predictable organization.

Session-8 - IT Policies and Procedures

You may not like policies and procedures, but they can save you lots of grief and reduce risk. Learn to develop and implement practical policies that work for your company.

Session-9 - IT Budgeting

Budgeting is quick and easy when you have a process and tools to help you do the job plus insight in how to create budgets you can achieve.

**IT Manager Institute #21 - 2006
Ljubljana, Slovenia**

Session-10 - IT Asset Management

Get organized and track your technology assets. These straightforward processes will help you focus this part of your business effectively.

Session-11 - Technology Cost Saving Strategies

More than pay for the program by identifying cost saving opportunities in your company. Includes tools to help you quantify opportunities and track results.

Session-12 - IT Measurements

Track and report meaningful data with practical tools to help you communicate IT value easily. You will wonder why you haven't been doing this already.

Session-13 - IT Communication

Communicating effectively is more about knowing what to communicate and how to present it than anything else. Use our simple techniques to boost your communication skills.

TESTIMONIALS

We are proud to receive **100% positive feedback** from all to attend the **IT Manager Institute**.

Here are a few of our hundreds of testimonials:

"*Strongly recommended* for IT professionals for career development and non-IT Professionals expanding their career into the IT field."
Fahad Isa Alqadhi; Manama, Bahrain

"This *should be a required course*. My company got more than they bargained for."
Rod Payton; Bethesda, MD

"The material Mike has created is *priceless*."
Georgette Correa; Norcross, GA

"*I advise all IT managers to attend* this valuable training to enhance their knowledge."
Lamya Al Noman; Sharjah, United Arab Emirates

"The content is very much a *'must know' for IT managers* who are hungry to succeed."
Samuel Alabi; Lagos, Nigeria

", , , the *most practical and useful course* I have attended."
Fahad Jabli; Riyadh, Saudi Arabia

"The material is filled with substance and practical experience. *The best ever!*"
Everette Evans; Freeport, Bahamas

"Going through this training *earlier in my career* would have been invaluable."
Bill Moore; Louisville, KY

"I'd *recommend the IT Manager Institute* to everyone involved in managing IT."
Matej Kurent; Ljubljana, Slovenia

IT Manager Institute #12 - 2005
Regina, Saskatchewan Canada

WHAT YOU WILL RECEIVE

A. Presentations of the 13 sessions
B. Slides presentation notebook
C. Tools Handouts notebook
D. 30-Day Action Plan
E. IT Management Process™ card
F. IT Manager Institute *flash drive* containing:

E-Books
- IT Management-101: fundamentals to achieve more
- 21 Secrets Every IT Manager ~~Should~~ **MUST** Know
- IT Strategy: align your IT vision for business value
- What To Look For in a CIO: more value from IT investment
- IT Project Management: a practical approach
- IT Organization: right-size your organization for success
- IT Staff Motivation and Development: build world class teams
- IT Budgeting: operational and capital budgeting made easy
- IT Asset Management: tracking technology assets
- IT Due Diligence: merger and acquisition discovery process
- IT Assimilation: consolidating redundant technologies
- Technology Cost Saving Strategies
- Practical IT Policies and Procedures
- Mike Sisco's IT Manager Articles Collection
- IT Management Models

IT Manager ToolKit (over 100 tools and templates)
Executive Reports
- IT Business Dis-connect Executive Report
- IT Due Diligence in Mergers and Acquisitions
- IT Due Diligence Executive Report

Sample 20 Minute IT Manager e-Learning training
- IT Management Process
- Maintain an IT Initiatives Portfolio
- Fast Start for a New IT Manager
- Risk Management Overview
- Understanding IT Employee Work Behavior

G. ITBMC exam
H. Future discounts to MDE products

--- Over $1,000 if ordered from our web site ---

THE BOTTOM LINE

The **IT Manager Institute** is the *fastest and most affordable way to develop key IT management skills*. Invest in yourself and avoid the trial and error method of trying to learn how to manage technology resources successfully.

Use proven processes and tools that are helping thousands of IT managers around the world *achieve more*™ success.

AVAILABLE in CLASSROOM & SELF STUDY

Any IT manager in the world has access to the training, management insight, and tools from the **IT Manager Institute**.

Open classes are delivered in select cities around the world or organized for specific corporate and government situations upon request. For class locations and schedule, see our web site.

The online Self Study version makes it possible for anyone with an Internet connection to work through the program and obtain their ITBMC certification, , , without travel or having to be away from the office. See web site for info.

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