

IT Strategy based on COBIT® and the Balanced Scorecard Training Course



The development of an IT strategy that manages and directs all IT resources in line with the business strategy and operations has become a key requirement and challenge for business as well as IT management. The development of an effective IT strategy requires a systematic approach to IT strategic planning.

Another key requirement of IT Governance is to measure IT's performance, in order to demonstrate the effectiveness and value add of IT. Information Technology essentially involves a bundle of "intangible" assets, and requires an evaluation method that could measure these intangible IT assets.

The Balanced Scorecard has emerged as a proven and effective performance management tool that can be leveraged to enable alignment of the IT strategy with that of the business. The IT Balanced Scorecard can also be an effective means for IT management to communicate with, and report to the executive management about the performance and value of IT.

Combining the Balanced Scorecard with COBIT® as part of the strategic planning process creates a solid foundation for a balanced IT strategy development approach for the organisation.

Course Objectives

This two day practical training course focuses on the full spectrum of activities and steps you'll need, to:

- Perform systematic IT strategic planning
- Develop and document an effective IT strategy for your organisation
- Translate and articulate the IT Strategy by developing an IT Balanced Scorecard

Topics include:

Developing an IT Strategic Plan

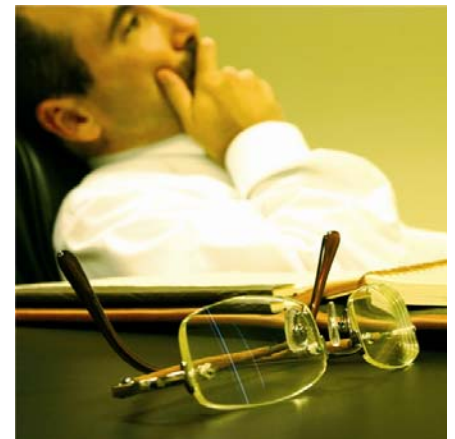
- A step by step approach to conducting IT strategic planning
- How to develop and document an IT strategic plan following the best practice guidelines of the COBIT® framework
- The workshop will also enable you to align your IT strategy and objectives with the overall business strategy, as well as to cascade the IT strategy to the major IT processes, thereby addressing one of the key IT Governance requirements

Aligning and Translating the IT Strategy by Building an IT Balanced Scorecard

- How to enhance the measurement of your organisation's IT performance, by implementing an IT Balanced Scorecard
- Background on the concept, the four perspectives, objectives strategy maps, lagging and leading indicators, cause and effect linkages, and results achieved by those that have benefited from the Scorecard
- The complete step by step guide that outlines the entire process.

Who will benefit?

- CIO's /IT Directors / IT Managers
- IT Operations Management and Professionals
- Project Managers / Operations Managers / Business Managers
- Corporate and strategic planners



What you will learn

On completion of the course, you will be able to:

- Identify the practical steps to undertake systematic strategic planning
- Develop an IT Strategy plan compliant with COBIT®'s PO1 Guidelines
- Develop a best practice performance management system for your IT organisation
- Build an IT Balanced Scorecard aligned to the business strategy
- How to measure IT value add and alignment
- Translate strategy into meaningful objectives, measures, and targets
- Develop a strategy map
- Cascade the strategy to IT team/process and employee levels



Course Content

Over the two days of the course, you will cover all the key stages required to implement the Balanced Scorecard in your organization.

Introduction to IT Governance

- IT Governance drivers, components and definition

What is Strategy?

- The IT Strategy challenge

The COBIT® Framework

- How do we use the COBIT® components?

The IT Strategy Components (based on the COBIT® framework)

- **Step 1:** Understanding the business strategy
- **Step 2:** Establishing the governance structure and its decision processes
- **Step 3:** Define the information architecture
- **Step 4:** Define technological direction
- **Step 5:** Define the IT operations and structures
- **Step 6:** Establishing a budget and investment schedule
- **Step 7:** Define the sourcing – people / strategy
- **Step 8:** Document the IT strategy
- **Step 9:** Managing the strategy's execution and evolution

Introduction to the Balanced Scorecard

- Overview of the Balanced Scorecard

Step-by-step Development of the IT Balanced Scorecard

- **Step 1:** Understand the Business Strategy
- **Step 2:** Develop and align the IT strategy

Undertake strategic planning, develop IT strategies and choose strategic themes

- **Step 3:** Build the IT Balance Scorecard using a proven approach:
 - IT Perspectives (Kris)
 - IT Objectives (Kops)
 - IT Measures (Kips)
 - IT Targets

How to apply and incorporate the COBIT® IT Goals and Kips as part of your IT performance measurement

- **Step 4:** Develop the IT strategy map, complete with cause and effect relationships
- **Step 5:** Develop IT initiatives
- **Step 6:** Cascade Balanced Scorecard down the IT organisation



Approach, Deliverables and Method

- Fully aligned to classical Norton and Kaplan approach to the development of the Balanced Scorecard
- Aligned to COBIT®'s Management Guidelines, and PO1 Define a Strategic IT Plan
- Aligned to Itagui's 5 IT Governance Domains, i.e. IT Valued Add, IT Alignment, IT Risk Management, IT Resource Management, and IT Performance Management
- Instruction from consultants with extensive operational experience across a broad range of public and private sector organisations.
- Comprehensive course notes and advice on further sources of information.
- Classroom style lecturing - combining lecture, discussion and exercises utilising course materials, digital projector and flipchart
- A practical case study with group and individual exercises.

In-house Training

All Analytix Courses are available in-house, should your organisation have a number of people or multiple sets to train. The cost advantages and the ability to discuss and resolve organisational issues are two major attractions of such training.

Consulting Services

Analytix also offers consulting services to support the design and implementation of an IT strategy based on COBIT® and the Balanced Scorecard.

Other services include Corporate and IT Governance, ISO 27001 compliant ISMS implementation, IT maturity assessments, security certification assistance and performance management.

Register Today

To register, or for more information, please contact us:

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