The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age: How Technology Leaders are Enabling Business Strategy in the Digital Age

Jill Dyche

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Introducing a Powerful New Business Model for Today's IT

Blogger, speaker, software executive, and bestselling author Jill Dyché 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's 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 priiorities
- 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 Dyché 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 Dyché'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*

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