

# How CIO's Can Have a Greater Impact In Their Organizations

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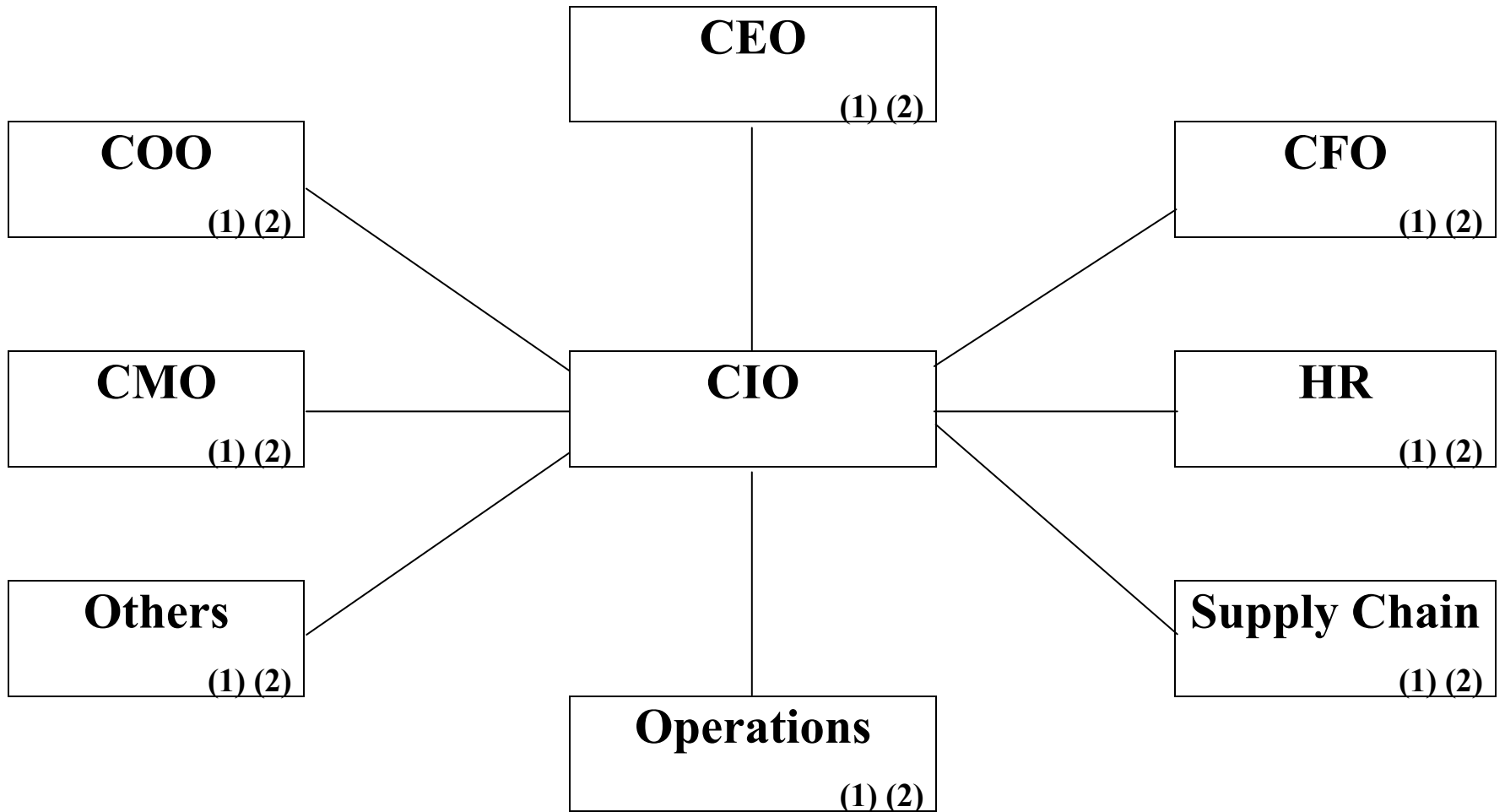
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## **You Need To Understand And Be Aligned With The Critical Elements Of The Organizations Culture/Mission**

### **Examples are:**

- Innovation/new products (3M)
- Industry leader (GE)
- Low cost products/provider (Wal-Mart, Flextronics)
- Elegant design (Apple)
- Safety (Volvo)
- Customer driven (IBM)
- Strong relationships (ASI)

# Internal Customer Needs Map



- (1) Major priorities/initiatives
- (2) Impact on the total overall success of the organization

## CIO Business Plan

***Mission:***

To provide the mission critical information on a timely basis that will help drive \_\_\_\_\_ Corporation's sales and profits to \$\_\_\_\_\_ and \$\_\_\_\_\_ by \_\_\_\_\_.

***Major CIO Initiatives:***

	<u><b>Initiative(s)</b></u>	<u><b>Results</b></u>	<u><b>Explanation(s)</b></u>
Q1			
Q2			
Q3			
Q4			

These should be updated at least once a quarter.

## Real Life CEO Success Stories

### *Ruth W, Operations Director – Sub of a Fortune 1000 Company*

#### **Reasons for Ruth's success:**

- Ability to understand and implement best-in-class processes (other functions often do not)
- Neutral 3<sup>rd</sup> party (no built-in conflict like sales vs. operations)
- Department touches all functional areas
- Willingness to take on new challenges outside of IT
- Had working knowledge and relationships with all functional areas in the company

### *D W, COO – Major West Coast Bank*

#### **Reasons for DW's success:**

- Willingness to take on challenging tasks that no one else in the corporation wants to deal with