RELEVANCY

Harold Itkin
SAIS Conference 3-20-2015
“IT’s About People.”
“Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.”

STEVE JOBS
“As we look ahead into the next century leaders will be those who empower others.”

BILL GATES
“Leaders should supply air cover so the people they lead can get it done... whatever it may be.”
• Y2K forced relevancy & got us a seat at the C-Table

• Infatuation with technology decreased credibility & lost our seat

• Bits & Bytes vs Dollars & Cents

• Mystique + Complexity = Confusion

• Confusion Drives Discomfort

How’d We Get In This Hole?
How Do We Get Out?

- Bring Value
- Align Business Drivers to Technology Solutions
- Accelerate achievement of Business Objectives
HOT TOPICS

- Big Data
- Security
- Mobility
• Processing Bad Data Digs a Deeper Hole
• Clean It
• Standardize It
• Convert It to Small
• Remember locks are to keep honest people from becoming criminals
• Proactive reaction plans
• Focusing on Devices is Curing the Symptom Not the Disease
• Shift focus from Devices to Concepts
• Mobile phone/Laptop ➔ IOT
FATHER OF MOBILITY
Hedy Lamarr  George Antheil

Frequency Hopping now Spread Spectrum enabling WiFi and Bluetooth
Joel A. Barker
Futurist, Author, Lecturer, Film Maker

The role of leadership is to find, recognize, and secure the future.
• The user must see a direct advantage
• A downstream upside is a hard sell

If Henry Ford didn’t show the upside of the horseless carriage we’d never have seen an automobile

Show the Advantage
• Make it user friendly
• Show the complexity and while you show your intelligence you create a barrier to acceptance

*Xerox focused on making a copy by pushing a button not the underlying technology*

*Keep It Simple*
• Make the innovation an easier fit for the user
• Don’t change what doesn’t have to change

Thomas Edison put electric lights where the gas lights were and ran the electrical wire through the former gas pipes

Make It Compatible
• Don’t make them eat the elephant in one bite
• Smaller bites are easier to swallow

*Edison sold lights one at a time*
• Use “old’ terminology in a new way
• Easier to add new meaning to old words than to learn a new vocabulary

*Henry Ford and the Horseless Carriage*

**Use Familiar Communication**
What About Plan “B”?

• Show people an out clause
• People are uncomfortable if they feel trapped

Allowing for a return facilitates the influx of useful information about what needs to be improved until you have buy in and then you should “burn the ships in the harbor.”
• There are costs above initial cost of item
• Training and execution failure create costs

The cost of a light bulb is relatively cheap compared to the cost of a house when the gas light went out and the gas didn’t stop flowing

Relate Cost to Value
• Reputation of presenter is critical
• Your concept/device must do what you say it does and when you say it will

Presentation of your idea by someone else may bruise your ego but it may save the entire concept

Be Credible and Reliable
• Mitigate failure consequences that paralyze
• Be open about drawbacks
• Listen to suggestions for improvement
“The best way to find out if you’re on the right path? Stop looking at the path.”

“Innovation and best practices can be sown throughout an organization— but only when they fall on fertile ground.”

MARCUS BUCKINGHAM
“Talented people achieve goals while Innovators set new goals.”
Best & Brightest vs Intellectually Curious & Credible

WHO DO YOU WANT?

IMS
Systematic Enterprise Reinvention - Managing the Future

Jack Bergstrand

Background:

– Founder and CEO of Brand Velocity, Inc.
– Author of Reinvent Your Enterprise
– Creator of Strategic Profiling® / Action Planning®
– Previous beverage executive
• Manual Worker to Knowledge Worker
• Knowledge Worker Productivity is not improving despite technology advances
• Motivation, Measurement & Compensation
• Efficiency = Do things right
• Effectiveness = Do the right things
• Productivity = Do them both
• Efficiency Focusses on Inputs
  ➢ Reduces Costs

• Productivity Focusses on Outputs
  ➢ Generates Value
Of course I talk to myself...
Sometimes I need expert advice!
BACKGROUND

• IT Strategy
• ERP Implementation
• Organizational Change Management
• Elements for Successful Leadership

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Now It’s Your Turn