

Knowledge2007

Communicating with your CIO

November 14, 2007



WHY COMMUNICATE?

- Better align and leverage IT to improve business objectives.
- Introduce IT as a dimension in business decision-making
- Leverage IT's objective enterprise-wide view

BUILDING EFFECTIVE COMMUNICATIONS WITH THE CEO

KEY INFLUENCERS

Company

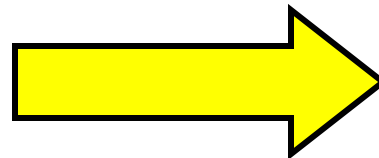
- Culture
- Perceived Role of IT
- IT maturity level

CEO

- Personality
- Stack Ranking of IT
- Level of trust/relationship of CIO with Business Peers

CIO

- Personality
- Tenure
- Reporting Relationship
- Effectiveness
- Knowledge of Business



CURRENT CIO STATURE

C

TRUSTED ALLY

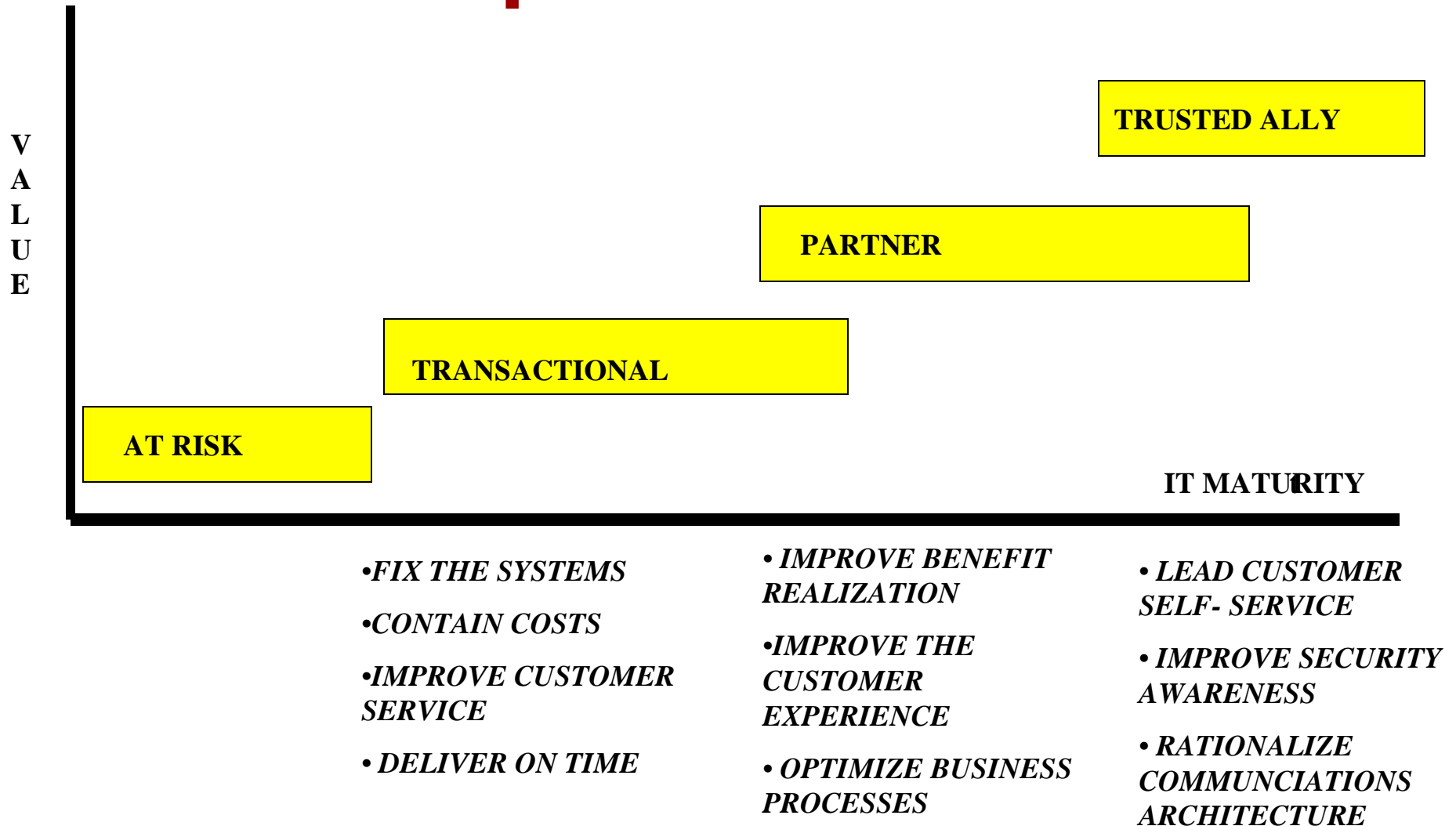
PARTNER

TRANSACTIONAL

AT RISK

b¹

CEO Expectations-NSTAR



DISCUSSION

- EXAMPLES OF BUILDING EFFECTIVE COMMUNICATIONS WITH YOUR CEO.**
- LESSONS LEARNED IN OVERCOMING BARRIERS.**
 - **Reporting Relationships**
 - **Lack of CEO interest in IT**
 - **Overcoming legacy perceptions of IT**
- OPPORTUNITIES TO MOVE UP THE VALUE CHAIN**
 - **Process design**
 - **Business Intelligence**
 - **Business/Strategy**
- TAKING ADVANTAGE OF CRISES**
 - **Regulatory Challenges**
 - **Cost cutting and business transformation**
 - **Mergers and Acquisitions**

TAKE AWAYS