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OF ALL:
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ON TOP

IT LEADERSHIP PROGRAM

Module 1: November 15–18, 2016
Module 2:   February 1–3, 2017
Module 3:   March 22–23, 2017
ESMT Campus, Berlin

DEVELOP YOUR LEADERSHIP CAPABILITIES TO DRIVE YOUR ORGANIZATIONS FORWARD IN THE USE OF IT

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FINANCIAL TIMES

Executive Education
Ranking 2015

**The most recent international rankings
confirm the program excellence at ESMT**

Financial Times ranks ESMT 11th worldwide in
executive education and number one in Germany

ITL FACULTY

JOE PEPPARD (PROGRAM DIRECTOR)

is a professor at ESMT. Additionally, he is an adjunct professor at the University of South Australia. Previously, he held academic appointments at the Cranfield School of Management, Loughborough University, Trinity College, Dublin, Groningen University, Politecnico di Milano, and the University of Sydney. The focus of his research is in the area of information, information systems, and information technology. Through his research he seeks to challenge dominant orthodoxies, as he believes that these contribute significantly to the problems that organizations have in leveraging digital technologies, both operationally and strategically, and ultimately in optimizing the value delivered from digital investments. He has published widely in academic, general business, and management journals and regularly presents his work at international conferences. In 2009 The Operational Research Society awarded him the prestigious Stafford Beer Medal for his research in addition to receiving the Best Paper Award at the 2012 **American Marketing Association's International Service Research Conference**. His most recent books include *Digital Leadership for Boards and C-Suites, The Strategic Management of Information Systems: Building a Digital Strategy,* and *Customer Relationship Management: Perspectives from the Marketplace.* His book *The Essence of Business Process Re-engineering,* originally published in the mid-1990s, has been translated into Chinese, Spanish, and Polish. He is an associate editor of the *International Journal on IT/Business Alignment and Governance,* an editorial board member of the *European Management Journal* and *MIS Quarterly Executive,* and was previously European editor of the *Journal of Information Technology.* In his consulting, he has worked closely with senior executives and board members of large, complex organizations in both the public and private sectors, advising them on IT and strategy-related matters, leveraging information, and on how to unlock business value from their IT investments. He also works with a number of technology companies, helping them with their strategies, market positioning, and growth. He is a non-executive director of the IT Alliance Group, an outsourcing and managed service provider, and previously served as chairman of the board of Fineos Corporation, a global provider of innovative software solutions for insurance, bank assurance, and social insurance.

TUITION*

€8,900

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

*Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Executives with responsibility for IT, IT managers with leadership ambitions, chief information officers, and IT executives who seek an extra edge.

INDIVIDUAL KEY BENEFITS

Participants will expand their knowledge and enhance their personal performance as effective IT leaders. While developing leadership capabilities to advance their careers, they will learn new essential skills and competencies. This, in turn, will help shape strategic direction, drive innovation, and optimize the value that organizations derive from IT. Finally, the program offers access to a lifelong learning network.

ORGANIZATIONAL BENEFITS

Participants' organizations will benefit from the immediate impact of assignments between modules by offering opportunities to apply theories and frameworks. Teams and companies will gain valuable exposure to leading-edge practices, models, and ideas for immediate implementation. Thanks to improved organizational effectiveness, IT will continue to add greater value to the organizations.

Most organizations today are fundamentally dependent on their IT systems. Few could survive for very long without them. It is ironic, then, that most companies are also dissatisfied with the value and contribution that IT is making to their business. Blame is usually laid at the door of the company's IT leader. ESMT research reveals that many are struggling with the kind of leadership necessary to drive their organizations forward in the use of IT.

The IT Leadership Program (ITL) provides the knowledge, skills, and tools needed to be a successful and dynamic IT leader. The underpinning philosophy of this program is that chief information officers (CIO) and IT directors are first and foremost business leaders, albeit with special responsibilities for IT. By the end of the program, participants will have developed leadership capabilities that will help them to shape the strategic direction, innovation, and value that organizations derive from IT. They will also have the confidence to operate effectively in the C-suite.

TOPICS INCLUDE

✓ Being a business-focused IT leader

✓ Navigating an organization's political landscape

✓ Influencing and communicating with key stakeholders

✓ Thinking strategically and having strategic conversations

✓ Growing great performers and building leadership teams

✓ Developing and aligning information, systems, and IT strategies with business drivers

✓ Designing a workable IT governance structure

✓ Defining business operating-models and enterprise architecture

✓ Building and managing the IT investment portfolio

✓ Tackling the leadership challenges of the CIO

METHODS

We have designed an experience-based program for executives. As a result, ITL relies on methods specifically chosen for this group, including business cases, interactive lectures, discussions with peers and faculty, group work, plenary discussions, exercises and intramodular assignments, and coaching provided by faculty.

ITL PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

CEO, Director, General Manager, Head of Data Centre Infrastructure, Head of Market Data Services, Head of Wholesale Front & Middle Office Solutions, IT Program Development Manager, Transition Manager, Vice President

COMPANIES REPRESENTED INCLUDE

Allianz, Basler, Deutsche Bank, E.ON, Gravis Bulgaria, MAN

COUNTRIES REPRESENTED INCLUDE

Bulgaria, Czech Republic, Germany, Italy, Morocco, Romania

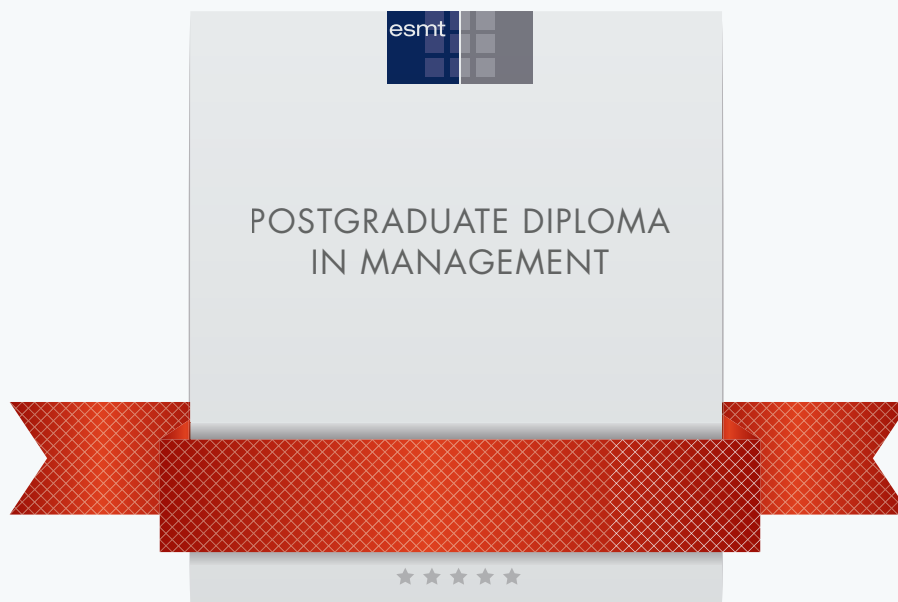# POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a new university-level certificate offered by ESMT. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Management of Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English

Tuition fees vary, depending on the number of programs participants choose.

ITL is part of the cluster Management of Technology and Strategy and counts toward 9 of the 18 days necessary to gain the diploma.

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POSTGRADUATE DIPLOMA
IN MANAGEMENT

★ ★ ★ ★ ★

For more information go to:
www.esmt.org/postgraduatediploma

This course was fantastic. I really appreciated the examples and explanations. I started using the handouts right away – absolutely helpful for senior management discussion.

Jens Riegel, Director IT and Process Management,
Lohmann SE

ADMISSIONS MANAGER

Our admissions manager, Carina Fechner, will be glad to answer any questions you might have regarding this program.

+49 30 212 31 8049
carina.fechner@esmt.org

PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Dan Chang.

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dan.chang@esmt.org