

## **Building Bridges Between Information Technology and Business**

Guided Insights has more than 25 years of experience helping information technology organizations to build successful collaborative relationships with their business counterparts. Among the benefits we have helped clients achieve:

- ▶ IT initiatives are more closely linked with business objectives, making it easier to agree on priorities and success metrics
- ▶ Business sponsors become engaged early in the planning process, reinforcing their sense of ownership and accountability for new IT initiatives
- ▶ Senior management understands and values the benefits of IT initiatives, and are more likely to make necessary investments and demonstrate visible support
- ▶ Employees are more receptive to new capabilities, accelerating their time to productive use

### **Our underlying philosophy:**

- ▶ Unless IT initiatives enjoy strong support by the lines of business—including senior management and employees—they usually fall far short of expectations
- ▶ Most IT projects succeed or fail based on how well the organization is prepared to handle the resulting change
- ▶ The more people understand the rationale and benefits associated with a new IT initiative, the happier they are to embrace change
- ▶ The ability to translate IT initiatives into clear and compelling business benefits is a necessary ingredient of a successful roll-out

### **Through our services, we help IT organizations to:**

- ▶ Build stronger bridges to business communities through better listening, clearer communications, and joint planning
- ▶ Assess how well they listen to and communicate with their internal customers today and determine what they must do to improve their effectiveness
- ▶ Create an environment that fosters receptivity to new IT initiatives
- ▶ Mobilize the IT organization toward a common goal of helping internal customers take greatest possible advantage of information technology



## Guided Insights Services

### **Paving the way for successful IT implementation:**

- ▶ Delivery of “principles development” workshops to help IT and business sponsors agree on IT priorities that best support critical business initiatives
- ▶ Running “Project Jumpstart” workshops to ensure that project teams get off to a running start—in the right direction
- ▶ Conducting periodic “team health-checks” to help project team run smoothly, and surface and address issues before they become problems
- ▶ Evaluation of past related training efforts and inventory of existing training resources
- ▶ Creation of high-level training plans for business users, including recommended combination of methods and tools to accommodate a variety of learning styles, cultural preferences, budgetary requirements and project schedule
- ▶ Facilitation and consulting skills training for project leaders

### **Communications consulting:**

- ▶ Design and implementation of in-depth surveys, focus groups and personal interviews with business sponsors and IT representatives to assess prevailing perceptions of IT
- ▶ Leading stakeholder analysis workshops
- ▶ Evaluation of current communication methods and tools
- ▶ Development of comprehensive communications plans in support of enterprise-wide IT initiatives, with a special emphasis on cross-cultural considerations
- ▶ Customizable tools and templates that can be re-used
- ▶ Establishment of feedback loop to foster ongoing learning

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#### **guidedinsights**

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