



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

guidedinsights

114 Flagg Hill Road / Boxborough, MA 01719-2108 |
VOICE (978) 263-2545 | FAX (978) 263-3833
nancy@guidedinsights.com/www.guidedinsights.com



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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