

WHAT 'IT' DIRECTORS THINK IS CHANGING

- NEW 76%** feel technology has changed the nature of the competition they face
- 86%** say that IT is being recognised as playing a bigger part in their business
- 88%** believe they need to understand the bigger business picture
- 90%** believe they need to work more closely with other departments

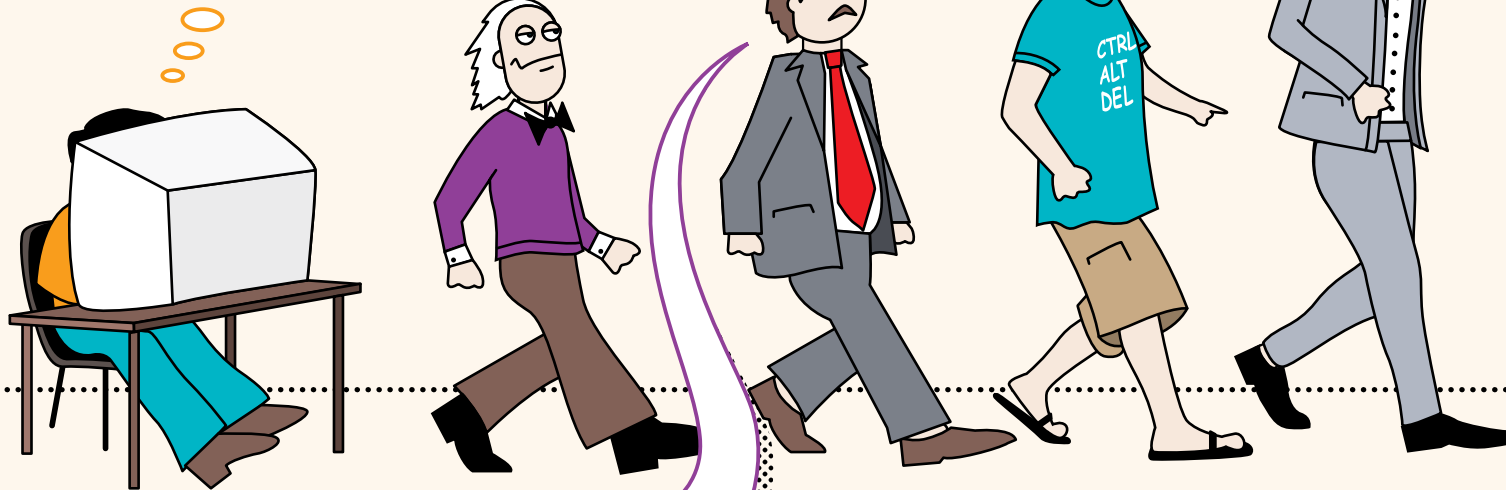
THE EVOLUTION OF 'IT'

How the new 'IT' crowd have gone from printer-fixing geeks to bottom line heroes

'IT'S STILL-TO-DO LIST

What do the IT crowd's colleagues want from them?

- 34%** more strategic thinking
- 38%** deeper understanding of customers
- 35%** better collaboration with different departments
- 39%** better and clearer communication with colleagues



HOW OTHERS SEE 'IT' EVOLVING

Non-IT business leaders feel the attributes of an IT professional need to change.

- 61%** say IT Directors need to think more strategically
- 58%** think they should collaborate more effectively
- 61%** need to improve their communication skills
- 55%** think (and understand) about the business beyond IT

DRIVING BUSINESS CHANGE THROUGH 'IT' — 5 TOP TIPS

1. GET INFORMED

Listen to your peers and colleagues: understand their challenges, who the competition is and what your customers want.

2. COLLABORATE MORE

Networking across the business is a great way to really get under the skin of your organisation.

3. DON'T GET LOST IN TRANSLATION

IT may be a foreign language to others. Put yourself in their shoes, articulate clearly and simply and focus on the business benefits.

4. THINK BIGGER

The future of a successful CIO will be about innovation, exploiting new opportunities and enterprise.

5. LEARN TO LOVE METRICS

CIOs need to work with new metrics that focus on business solutions designed to improve the bottom line.