

In the Mind of the CIO

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AGENDA

- What is the role of a CIO?
- How do you build a relationship with a CIO to become a trusted advisor?
- How is the CIO measured and paid?
- What are the major concerns of CIO's?
- What are your next steps?

What is the role of a CIO?

- “change agent” to help companies improve business performance using technology as a key enabler
- streamlining and transforming critical business processes
- trusted advisor to the CEO/CFO/Board
- define major technology initiatives to support strategic differentiation in the marketplace
- Build an effective IT team by recruiting, leading, developing and mentoring

How do you build a relationship with a CIO to become a trusted advisor?

- Don't email, cold call, send product information or send white papers
- Meet them at an event they attend
- Invite them to an event they would be interested in.
 - CIO roundtables: AITP monthly
 - CEO presentations: Executives Club Chicago
 - Crain's Executive Business forums
 - Find out their passion. Find a connection.
 - Share new insights/thought leadership with CIO's

How do you build a relationship with a CIO to become a trusted advisor?

- What is a “Trusted Advisor”
 - key to professional success is not just technical mastery of one's discipline (which is, of course, essential), but also the quality to work with clients in such a way as to earn their trust and gain their confidence
 - your customers must have so much confidence in you that they will also seek your advice on other matters which have nothing to do with what you sell.

How do you build a relationship with a CIO to become a trusted advisor?

- Relationship then is:
 - 80% “trust” and 20% knowledge

How is the CIO measured and paid?

- Similar model to the rest of the Executive team.
- 30% incentives specific to IT and the majority relates to the success and results of the business
- Shareholder value – 5 economic indicators
 - Top Line Growth (Revenue)
 - Operations (COGS)
 - Working Capital
 - G&A
 - Capital Investment

What are the major concerns of CIO's?

- Maximizing Value across all technology activities and investments
- Effective Governance
- Executive Peer Relationships
- Team Cohesion & Connections to the Business

What are your next steps?

- How and what are your next steps?
- Build Relationships not contacts
- Take the time to understand and relate to the CIO
- Go to same forums to meet senior executives and CIO's
- Become a trusted advisor