

CIO Eureka!

Finding business relevance in IT. Our Expertise.

Small Ideas Syndrome

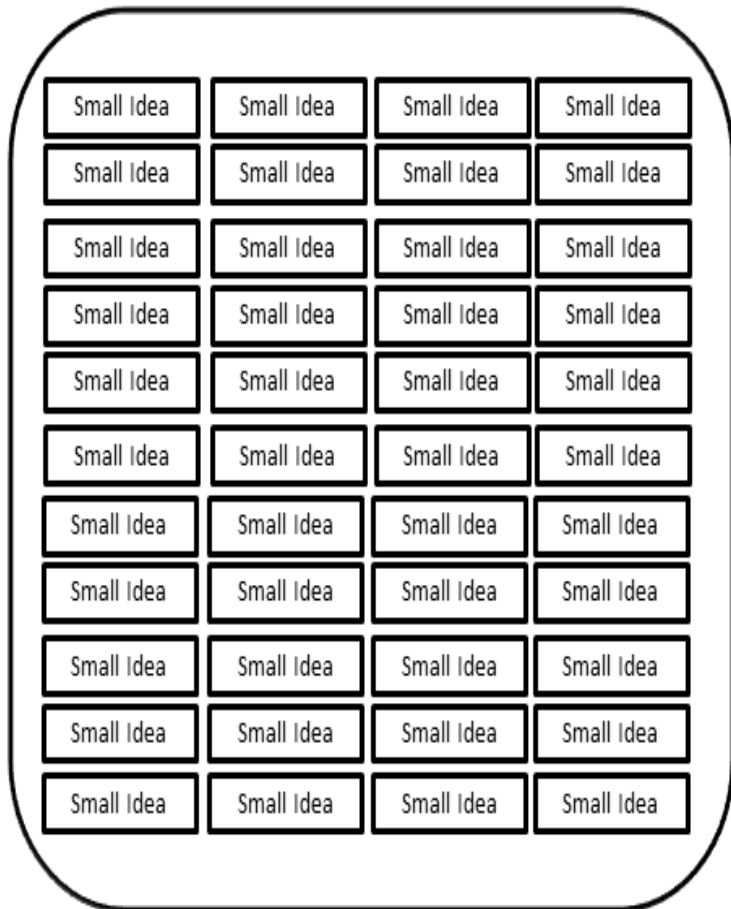
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Adapted from E.Jardine ©



Small Ideas...



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Why do we create them?

- 1) Inconsistent and fragmented user experience across channels.
- 2) Inability to identify or to work on the right issues.
- 3) People not focusing on the big business priorities. They will find ways to create new opportunities, fill their agenda with activities. Net, perpetuating a cycle difficult to stop by upper management.
- 4) People's jobs are too small so they create additional tasks and projects.
- 5) Leaders not helping the organization to make choices and too many priorities.



Their effect on the business

- 1) Lack of focus. Frustration.
- 2) Wasted valuable resources (talent, time and money).
- 3) Funding that does not bring incremental value.
- 4) Sub optimum business results overall.
- 5) No focus on real business transformation.
- 6) Do not have bold goals, and therefore get small returns.



What can the leadership team do?

- Demand a higher quality of execution.
- Question and eliminate all activities which do not add real value and are not absolutely critical for achieving strategic goals.
- Set clear expectations with our people and hold them accountable.
- **Reward Results, not Activities!!!**



Conclusions

- An extraordinary amount of time and resources focusing on small ideas, incremental improvements that simply can't justify what we put into them and do not significantly improve the business.
- Need to identify the true potential of an initiative upfront and what does it take to make it bigger.
- Work on the root cause of issues instead of trying a lot of magic fixes.
- Leaders should help organizations on choices.
- **No one works on anything else!**

About CIO Eureka!

A Chicago-based IT Executive Consulting firm with demonstrated success developing value to our clients. Our philosophy focuses on:

- (1) Being a business leadership firm with expertise in IT.
- (2) Open and transparent communication to explain complex IT challenges in simple business terms.
- (3) Shared values and an unwavering commitment to quality.

We work with our clients to add value by taking genuine ownership of IT related problems and delivering robust recommendations. We provide them with seasoned and hands-on CIO expertise designing and executing the most relevant IT strategy. Bottom line, we deliver business-relevant value!

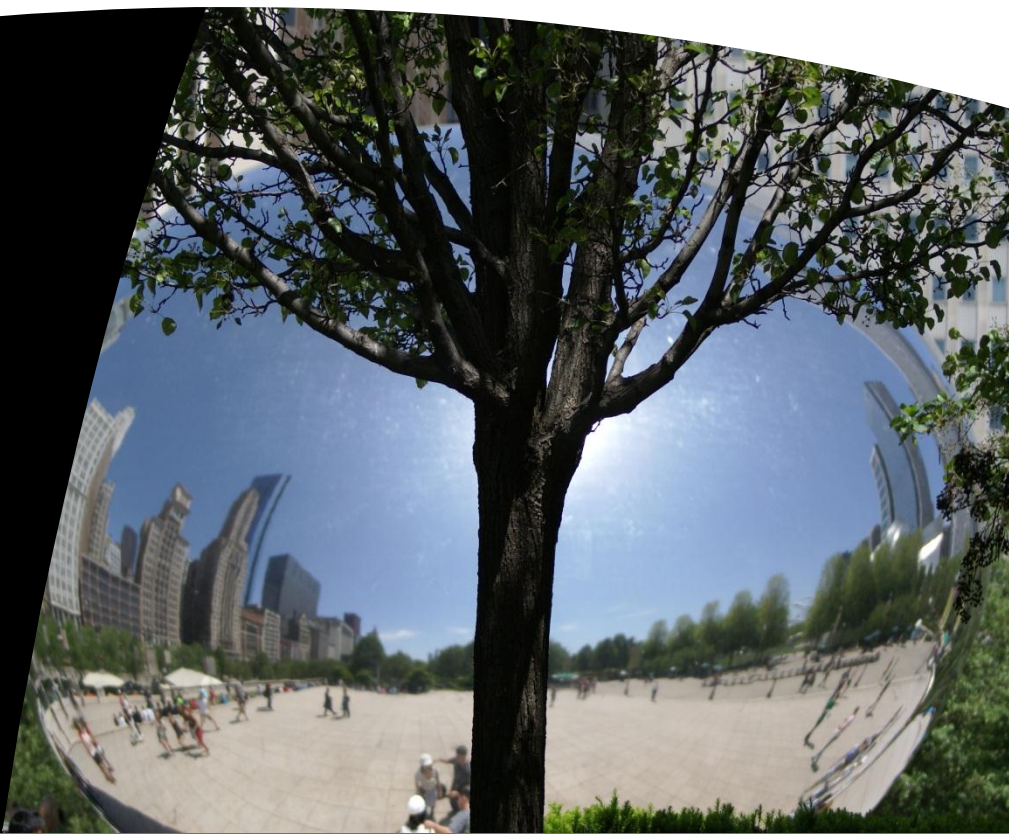


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Specializes in IT strategy and management,
transforming the business model, IT innovation and
running IT like a business



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