

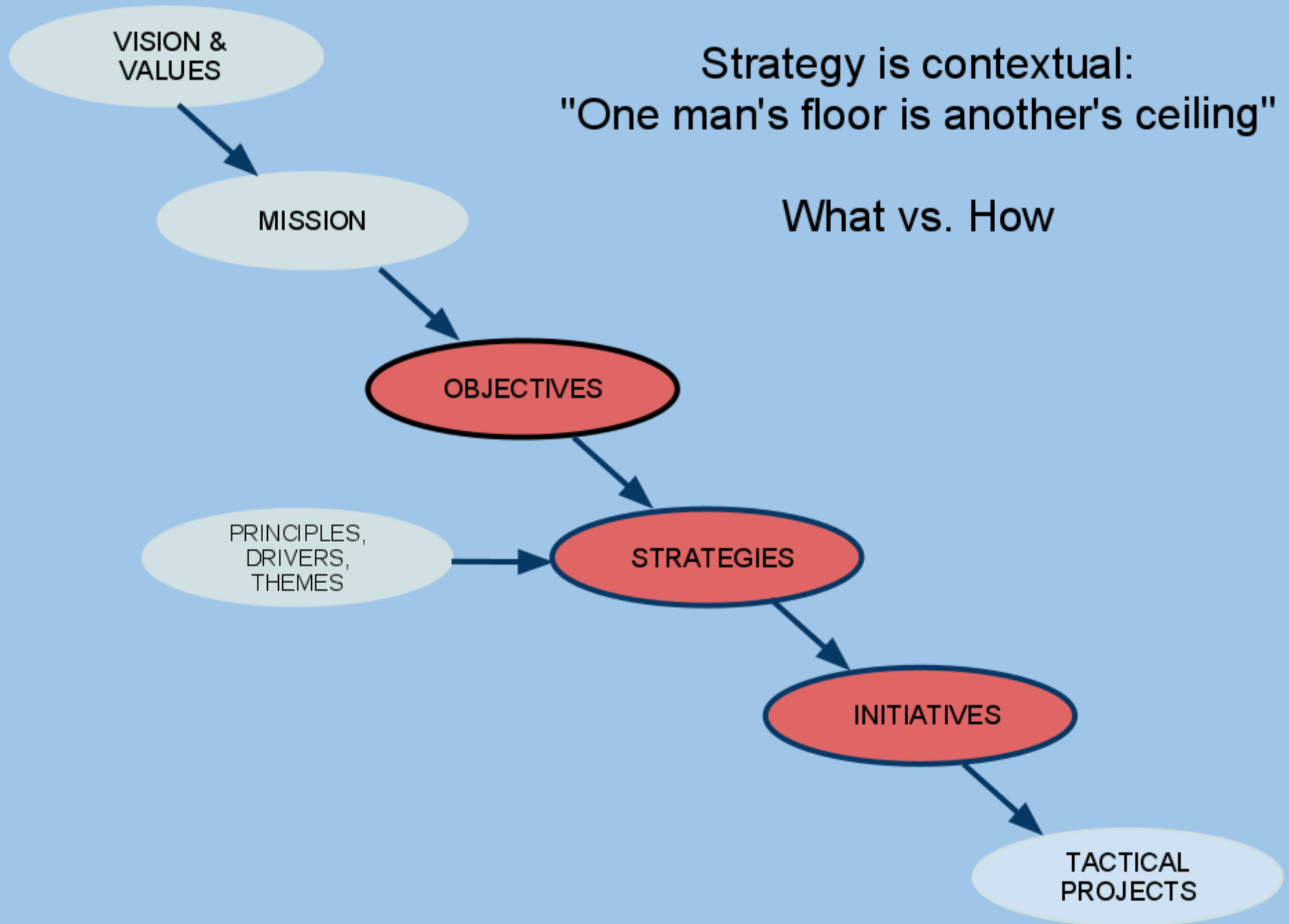
On Being Strategic

"Looking beyond next Tuesday"

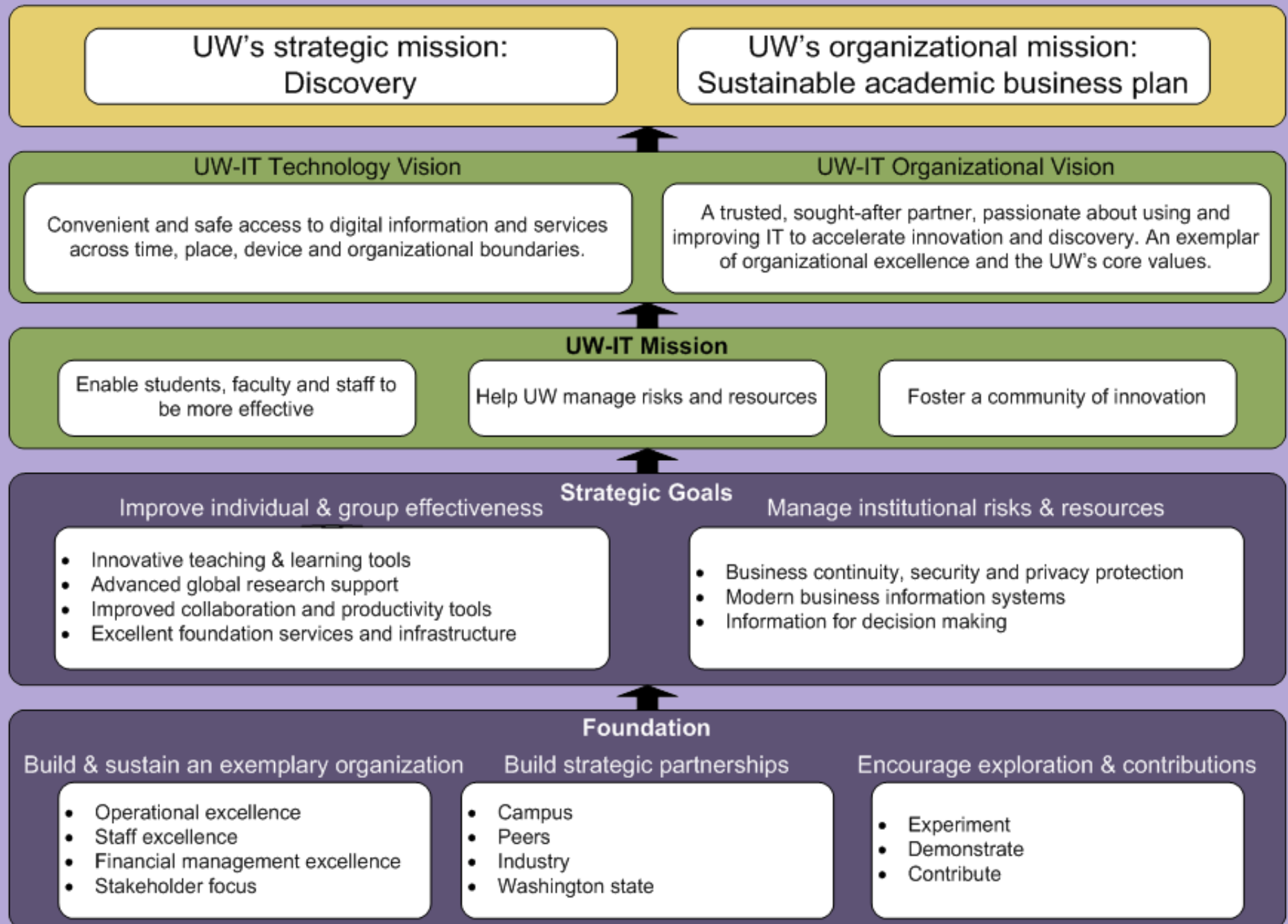
Terry Gray
Chief Technology Therapist
UW Information Technology
16 May 2011

Strategy is contextual:
"One man's floor is another's ceiling"

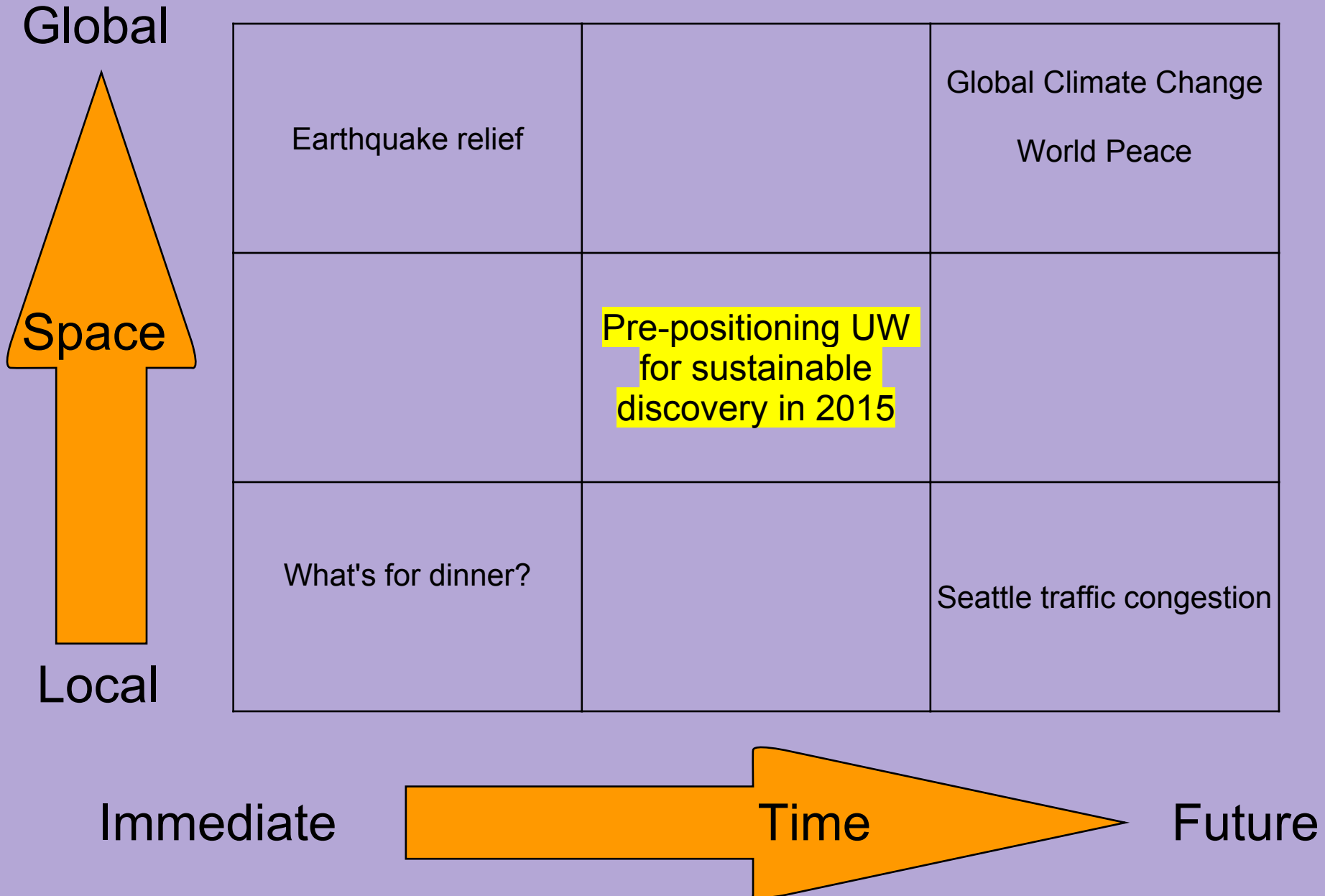
What vs. How



UW-IT Strategy Map 2011



2 Dimensions of Tactical v. Strategic



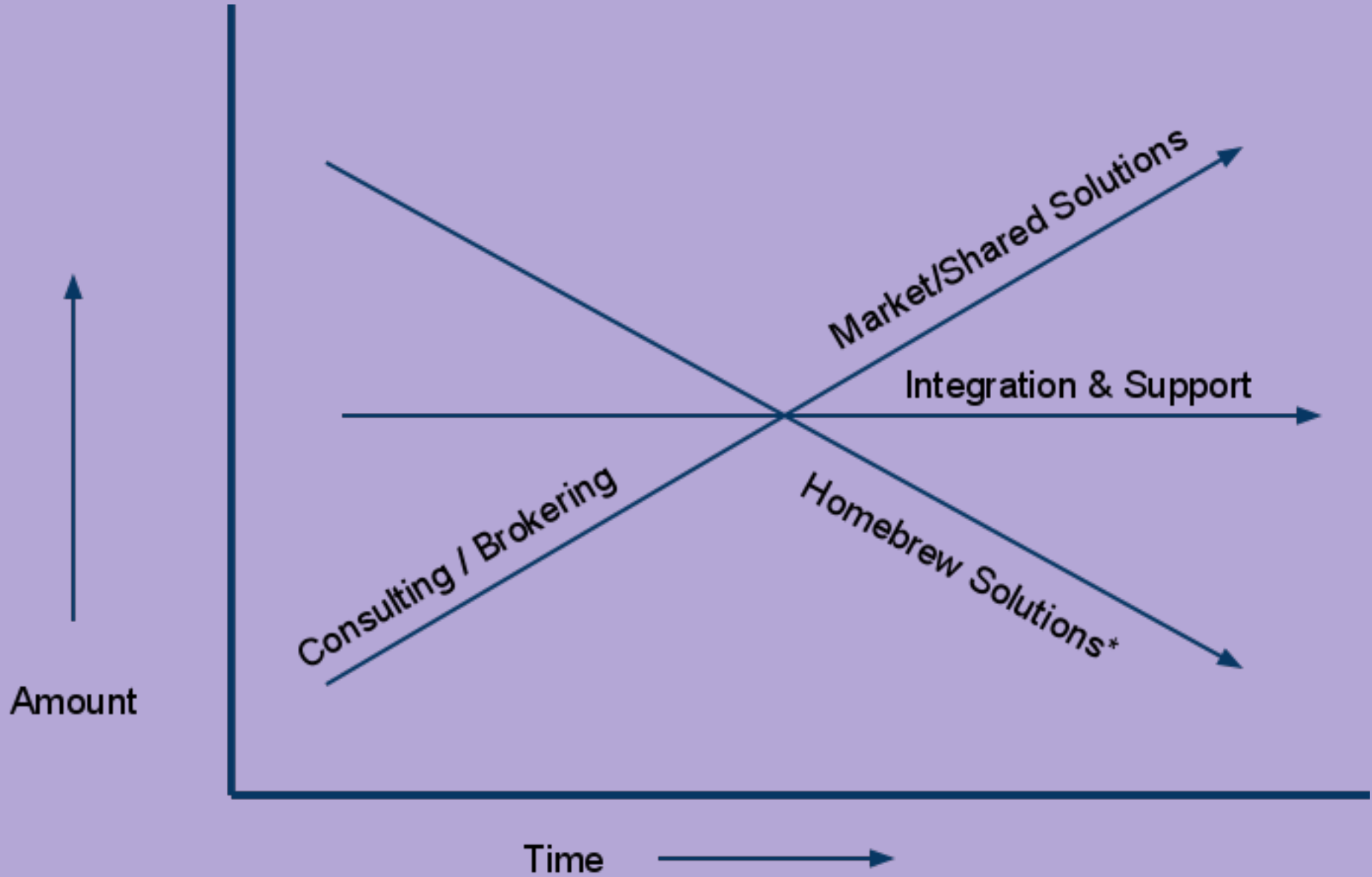
"We think it will force more change over the next 10 years than any other technical or business trend"

Citrix CEO Mark Templeton
on consumerization of IT

Urgent strategic priorities

- Reinvigorate our sense of purpose
- Redefine excellence
- Tear down the walls! (barriers to collaboration)
- Move up the stack (to free capacity for the transformational)
- Embrace the cloud
- Embrace consumer IT
- Think mobile
- *Anticipate and adapt!*

Trends



* for commodity IT

Being strategic means taking time to ask yourself:

- What will our partners need in 5 years?
- What tech/market/budget forces will shape the future of IT?
- What business are we really in?
- How are business models changing?
- What traits* (individual, organizational) do we need in order to be successful in the next decade?

* e.g. *"the three passions"*, *"improve something every day"*

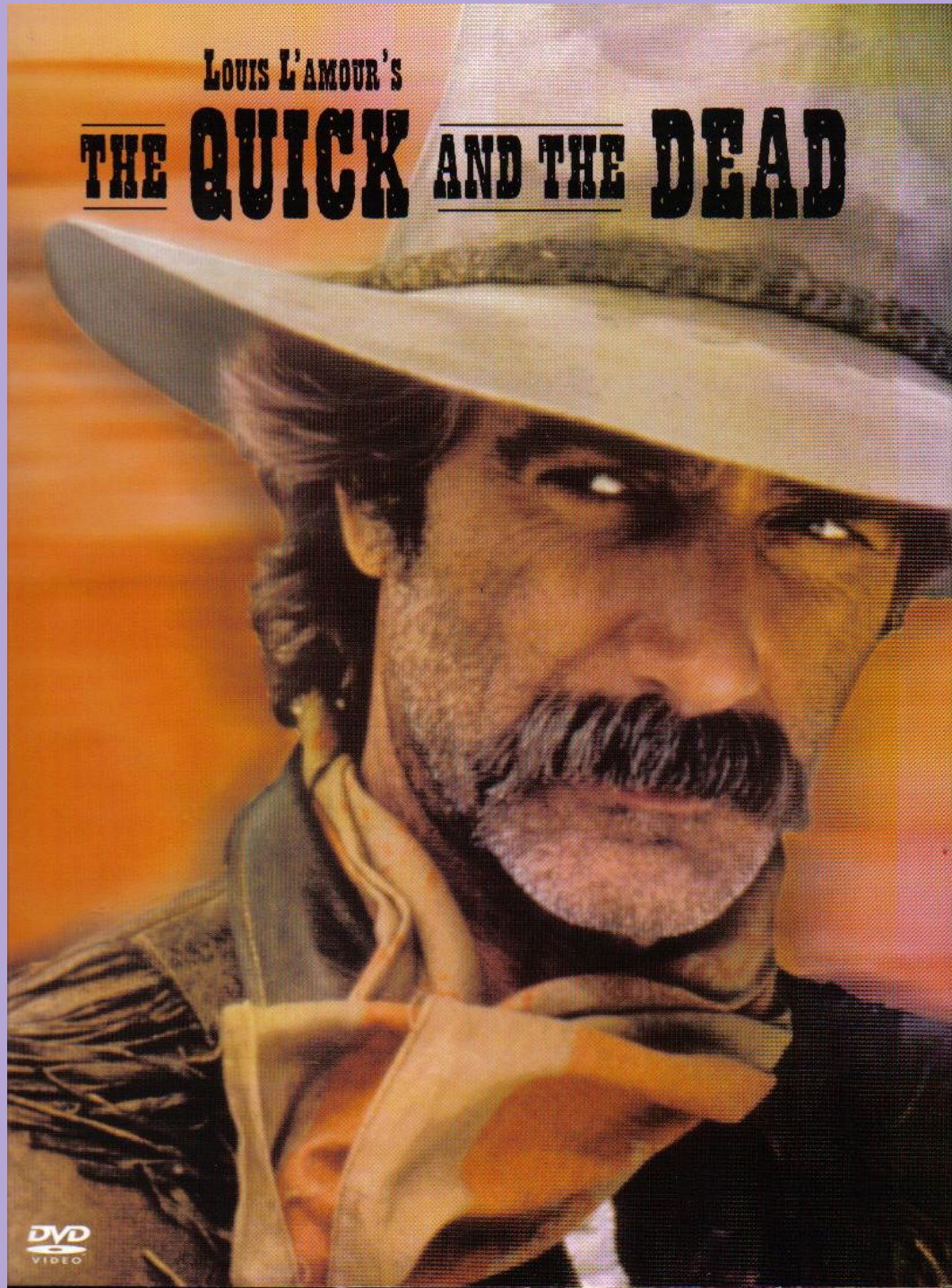
The book we all need to write...

Maintaining Excellence in the *Age of Adequacy*

We are known for technical excellence... going forward we **also** need to be known for excellence in the "3 R's of IT":

Risk, Resource, and Relationship Management

LOUIS L'AMOUR'S
THE QUICK AND THE DEAD



DVD
VIDEO