

IT as a Business Asset

A Matter of Perspective
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The Northwestern Mutual Life Insurance Company - Milwaukee, WI



It Starts with Credibility



The Words We Use

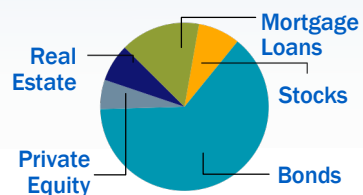
- IT Cost
- Uptime
- Internal Customers
- IT and the Business
- Align IT
- IT Leaders
- Systems
- Investment in IT
- Service Levels
- External Customers
- Part of the Business
- Integrate IT
- Business Leaders
- Assets

Assets

Corporate Buildings



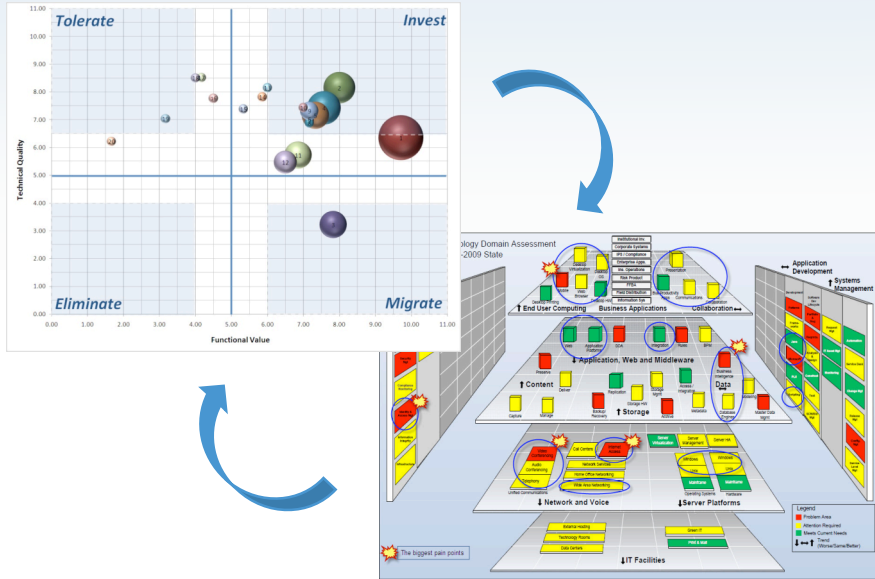
Investments



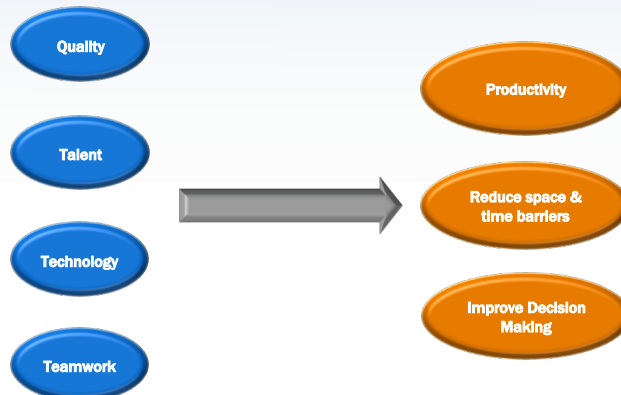
IT assets



Portfolio Management

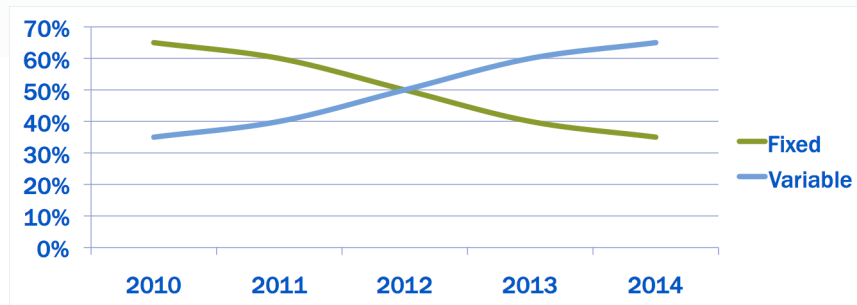


IT Value

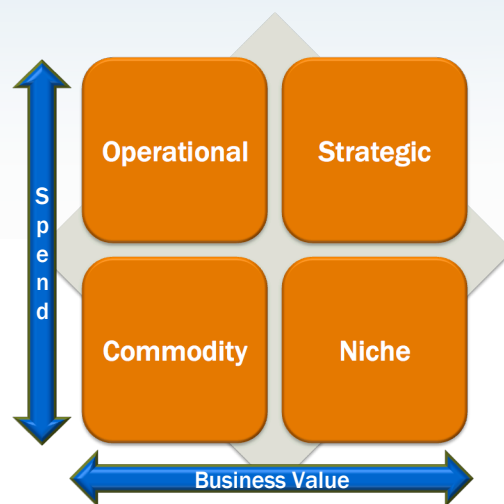


Financial Perspective

- Cutting the Budget vs. Creating Capacity
- Managing the Budget vs. Financial Modeling
- Fixed vs. Variable IT costs



Vendor Management



Business Centric Leadership

- Business Acumen
 - Business Communicator
 - Change Agent
 - Creating Capacity
 - Customer Focus
 - Performance Focus
- “I commit to values and behaviors that completely focus on delivering value as defined by the company strategy.”

Example: Business Communicator

BUSINESS COMMUNICATOR - Speaks and writes in language understandable beyond IS. Speaks the language of the company, financial security and business value.

IT MANAGEMENT	BUSINESS CENTRIC LEADER
I frequently use IT and IS department jargon and acronyms. I refer to “costs” and to budget cuts. I refer to “they or the business.”	I speak in plain English using non-technical language. I use analogies to enhance understanding. I refer to “investments”, and appropriate investment levels. I refer to “we or our business”.
I view my role as a technology consultant; I focus on logical and accurate analysis of a problem .	I take time to build the relationship and I put “heart” into collaborating to achieve the business outcome together.

Take-Aways

- **Listen to the words you and your team use**
 - **What perspective are you communicating?**
- **Put IT into financial terms – Do you understand your numbers?**
- **Value your IT assets – Are you optimizing your portfolio?**