



Information Systems Awareness Programme for Executives

Context and Objectives



- ✓ IS are strategic, critical... but technical, difficult to understand and not as sexy as business matters
 - Too little time is devoted to IS
 - Time spent on IS needs to be appropriate, focused, optimised
- ✓ Objectives
 - Deliver **general knowledge** on IS&T
 - Give **keys** to make the right decisions, to be able to get the most out of your IS&T, to challenge your CIO/IT organisation
 - Provide the Executive Committee with a **common approach** to IS&T matters
- ✓ Audience
 - Large groups involving several companies as well as small and medium businesses
 - CEO, Executive committees, management team, COO/CFO

✓ Format

- 4 modules on 3 days
- Programme
 - Can be adapted to fit constraints and to match specific business objectives
 - Can be delivered in French or in English
- Customisation up-front is recommended
- Content : presentations, examples, workgroup exercises

✓ Takeaways

- Direct usable tools and technics
- Roadmap for 1 year

Module 1



Governance (1 day)

- ✓ The 3 pillars of an IT organisation
- ✓ IS strategic planning and business contribution
- ✓ Architecture
- ✓ IS project management
- ✓ Budget : Structure / Key ratios
- ✓ Capital expenditure forecast and approval
- ✓ Do or buy ? Call for tender, vendor management
- ✓ Security (internal and external)
- ✓ Internal control / Audit

Information technology (1/2 day)

- ✓ Review of key technologies, concepts... and buzzwords *(to be customised to match specific contexts)*
 - ERP
 - CRM
 - SFA
 - Cloud
 - Byod
 - IOS / Android
 - Cross channel
 - ...

« Digital » world (1 day)

- ✓ Review of key concepts (to be customised to match specific contexts or replaced by a more relevant business related topic, *eg : management of an ERP implementation*)
 - Web
 - Ecommerce
 - Social media (usage and valorisation)
 - Client management and 360 approach
 - Client journey digitalisation

Module 4



CIO and IT department (1 / 2 day)

- ✓ Job Description, mission, objectives, values
- ✓ Hiring process
- ✓ 100 first days
- ✓ IT Team structure and roles
- ✓ Day to day (operations / vendor management)
- ✓ How to help/kill your CIO ?

Pierre-Albert Carlier

- ✓ 30 years of experience
 - 25 years as CIO
 - 5 years as consultant
- ✓ Key positions
 - CIO – LVMH Watches and Jewelry (10 years – 7 brands – Worldwide)
 - CIO – LVMH Guerlain (2 years)
 - Senior Manager, focus on outsourcing (5 years with Ernst & Young / Sema Group)
 - Professor (CNAM – Paris)



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