



The Transformative IT Leader Program

Transforming IT Professionals into Business Leaders

October 4, 2023 to October 27, 2023

Maximum Class Size: 24 students

Are you ready for that next big step in your career? Ready to be more a more effective leader during these times of significant change? Ready to think and act like a business leader? Are you ready to increase your personal confidence, equipped with a focused toolkit for success?

Over the course of the program, our team of skilled and experienced mentors will engage you in a powerful and topical online learning program. Designed to be rich in relevant content, using fresh and interactive learning methods, the program also features valuable personal networking and peer-to-peer learning for which Leaders Beyond™ is known.

Who Should Attend?

You will gain the greatest benefits from this program if you are a **technology leader** who:

- Seeks to expand knowledge and understanding of the “business side of the house”
- In a smaller organization, reports to the CIO or Executive IT Leader
- In a larger organization, reports to a Director or Division IT Leader
- Is facing a pivotal change in the workplace
- Interacts with senior business leaders and sponsors of technology projects
- Seeks increasingly more senior management or technology leadership roles
- Holds direct or indirect financial responsibility and accountability for delivering technology solutions

Why Attend?

Our limited class size creates a distinctive online experience as the faculty and students have opportunities to engage with and learn from each other through our dynamic mentoring model. You will create lasting business relationships that will support and carry you on your leadership journey.

In these highly interactive online sessions and group work you will:

- Engage directly with successful senior IT and business executives and thought leaders
- Examine the post-pandemic leadership lessons and their impact on your leadership journey
- Take charge of your own leadership effectiveness with a personal leadership development plan
- Challenge, develop and practice your communication, influence and financial skills in a business context
- Master the challenges of multi-level teamwork and changes in real-world simulations
- Develop, commit to, and monitor measurable and immediately actionable goals

Program Format

Our eight online sessions are delivered interactively over the period of the program. Each session is approximately three and a half hours long. Participants will complete assignments on their own and in small groups at various points shortly before and during the program. The program features a major case study. Graduates receive confidential feedback and a certificate upon completion.

Faculty

Business executives, professional educators, CIOs, consultants and business strategists. The Leaders Beyond™ faculty comes from all aspects of business and the public sector. Using a curriculum that has evolved over a decade of leadership training experience, their proven approach to education features a high degree of teacher/student mentorship and an extensive use of case study analysis.



Dr. Gerald Patnode

Course Director, Leaders Beyond™

Principal and CEO, G.R. Patnode Company

Gerry is a highly imaginative and innovative change agent senior executive and educator with strong street-smart skills gained through progressive experiences in higher education, enterprise creation, new business development and executive management positions. He was previously the Chair of the Graham School of Business at the York College of Pennsylvania. Gerry has authored numerous research papers and books, and consults internationally with companies in the fields of market and economic research. He regularly gives back to the community by serving on various boards and commissions.



Cindy Seibel

Former CIO, Energy Resources and Conservation Board, Alberta

Cindy is an award-winning CIO whose experience spans the public, not-for-profit and private sectors. Her unique combination of expertise in information technology, human resources, leadership and learning has led to a track record of high-performing multi-disciplinary teams. She has served as a program director for successful multi-million-dollar technology implementations. Her work in developing strategic technology plans for organizations has been led both as a CIO, and as an external consultant. Cindy is a lifelong learner who loves to share her passion for leadership and technology in the 21st century.



Dr. James L. Norrie, DPM, LL.M

Professor of Strategy & Cybersecurity, former Founding Dean of the Graham School of Business, York College Pennsylvania; Managing Partner, e-Venture Consulting, Inc.; CEO and Founder, cyberconIQ Inc.

James is the Founder and CEO of cyberconIQ, a firm committed to changing the global cybersecurity conversation from fear to hope. Internationally known, his areas of research interest delve into the intersection of society and technology and the clash this can create. The author of six books and multiple journal articles, James is a sought-after expert, frequent media commentator and national newspaper op-ed guest writer. He conducts, presents and publishes industry-related research and consults globally to prominent companies concerning cybersecurity, information privacy and security, and economic crime detection and prevention methods.



Edmond Mellina

President, ORCHANGO; former CIO, Delta Hotels

Edmond is internationally respected for his expertise in nimble change leadership and culture change. For the past 30 years, he has been executing strategic transformations and building agile capabilities across sectors in Europe, North America and the Middle East. He is a former corporate transformation executive in drastically changing sectors: CIO at Delta Hotels when Expedia disrupted the hotel business; and VP Corporate Development & General Manager USA for the technology business of Envoy Communication Group when design and marketing agencies started to become digital. Edmond gets powerful messages across with his highly dynamic speaking style and engaging stories.

Program Outline (all sessions run from 8:30 am to 12:00 pm PT*)

Session 1: Wednesday, October 4, 2023

The Transformative IT Leader: Adapting and Flourishing in Uncertain Times / Dr. Gerald Patnode

You are known for your leadership in your organization, but are you confident in your abilities to take that next step? You need to focus on what you need to advance to the next level, to prepare you to interact with the C-suite of today. What insights will help you achieve your goals? In this introductory session, you will:

- Work with the technology and delivery methods supporting this and future sessions in the program
- Identify the key problem areas for IT leaders that affect their success when engaging with their business counterparts
- Explore those specific competencies that will transform your leadership in today's chaotic world
- Describe and create specific actions you can take to clarify and address your own developmental needs

Session 2: Friday, October 6, 2023

Advocating for Your Ideas: Driving Idea Acceptance with Strategic Understanding / Dr. James Norrie

Being able to speak to business clients – and influence their behaviour – is a critical leadership skill that few people get a chance to learn or practice before they enter the room. Can you speak the language of strategy? What is strategy? Learn methods that help you advocate for your ideas and gain resource support to execute them effectively. In this session, you will:

- Understand and reflect the 'Business Mandate' that truly matters for the success of your projects and initiatives
- Develop opportunities to influence others through skilled and persuasive presentations
- Cultivate specific language and impactful thought approaches which are adaptive to various dynamic situations
- Practice how to pre-influence and prepare for handling objections to build effective joint sessions with the business

Session 3: Wednesday, October 11, 2023

Change Your Message, Transform Your Impact / Cindy Seibel

Who defines expectations and how do we manage them? How well do we know our own organization and its people? This session builds skills and confidence in how to better manage expectations and present our ideas clearly to obtain executive-level understanding, buy-in and attention. Explore practical techniques and approaches that help technology professionals find their voice and be heard. In this session, you will:

- Describe how to formalize, then manage, expectations
- Identify the steps to clear, articulate and impactful message creation and delivery of ideas, projects or plans in a face-to-face (virtual or real-life) setting
- Practice the art of presenting to the executive level in your organization and position your message, request or proposal for understanding and acceptance

Session 4: Friday, October 13, 2023

Finance is Your Friend / Dr. James Norrie

One of the most critical skills for any IT leader is to have a well-informed knowledge of the financial processes that drive projects. Can you speak the language with your financial counterparts? Project success requires leaders who understand the financial process of the business. In this session, you will:

- Assess your current understanding of the key financial terms every emerging IT leader should know
- Recognize what key financial measures are important and apply these to your projects
- Assess financial elements and risk, and the common steps taken to minimize exposure to failure
- Explore the financial expectations from a business outcome perspective and how IT can influence these outcomes
- Identify the operational financial constraints within IT and how they impact how IT operates

Session 5 : Wednesday, October 18, 2023 and Session 6: Friday, October 20, 2023

Nimble Change Leadership: The STEP UP!™ Game / Edmond Mellina

All sectors of the economy are undergoing unprecedented transformation. The need for speed and flexibility has never been greater. As companies navigate consistently uncertain waters, leaders must lead through change in faster, nimbler ways. The future of the business depends on it. Over two sessions, you will learn the essentials of nimble change leadership, and participate in a virtual game simulation that reflects the challenges of today's world. Participating in these sessions you will:

- Gain a deeper understanding of what it takes to successfully execute change in today's unprecedented business environment

- Adopt 5 critical mindsets for nimble change leadership in the age of digital disruption
- Boost your effectiveness as a transformational leader with nimble tools, techniques and “game plans” that are highly practical and unique
- Invest your limited time, energy, and influence more strategically when driving change

Session 7: Wednesday, October 25, 2023

Final Case Study Workshop

At the beginning of the program, you will be provided with a real-world situation (case study) that poses a real-world problem. Building on your learning, prior to this session you will submit a written solution of your own, then work in your team to create consensus and generate a response and solution. This session provides you and your team the opportunity to prepare and rehearse for the final presentations.

Session 8: Friday, October 27, 2023

Final Case Study Presentations

You and your team will present your solution to a panel of experts and receive feedback. This session provides you with opportunities to integrate, practice and demonstrate the insights that you have gained in the program.

**Course times are subject to change. Should we need to adjust timing, we'll notify you in advance.*



For more information contact: barry.clavir@leadersbeyond.com