

Course “CIO of the digital era”

Disrupt or be disrupted: Helping the CIO ensure success in the digital era.



Course length: 1 day

Price: 585 EUR VAT excl.

Registration: [registration form](#) – only course
Conference plus course registration is [here](#) (included in the conference package for 355 EUR)

Dates and places: **First course outside of UK, is 23.5.2019 Prague, included in itsDFI conference delegate package. By registering on conference www.itsdfi.com, delegates will receive voucher for free participation (limited capacity). Course could be also booked without registration to conference – limited capacity.**

Overview: CIO’s need to stand out from the crowd and fight irrelevance in the modern world. This workshop is designed to help you make better use of social media to build a profile that not only increases your personal brand but also the brand of your company. The concept of thought leadership has been around for many years, born from the advent of innovative technologies such as LinkedIn. Since its birth a phenomena has emerged centered around us as people and how we are motivated to make decisions and what makes us thought leaders. It has been clearly documented in research from Hubspot, Gartner, McKinsey and Gong.IO that decision makers are progressing more than 70% through their decision making process BEFORE they are willing to speak to company representatives. They are seeking out knowledge from industry experts and leaders with whom they can build trust.

This means that they are identifying with a problem, self-educating, researching and shortlisting from diverse sources of information available online before engaging directly. This causes a challenge to traditional sales and marketing approaches which are firmly focused on the last 30% of the journey, which is why the challenger CIO is vitally important to the future of the organisation as a whole.

The purpose of this is to ensure your personal brand becomes synonymous with the future of the CIO in your industry, become the first port of call for those wishing to challenging the status quo, earn trust and drive impactful innovations that deliver results.

Prerequisites: No pre-requisites.

Target group: CIO’s and senior IT managers who want to stand out from crowd and be indispensable.

Course learning objectives: How to position yourself as the challenger CIO, don’t just support requirements, challenge and let people learn from you. How to use your expertise and knowledge to maximum effect and create a personal brand that is sought after in the digital era.

Course agenda:

- Why Social media is important for a CIO
- How can the CIO use it for best results
- Give it a go, learn through doing
- Reflection on the experience
- **Practical exercises – posting on LinkedIn, Twitter**



Additional information:

- Course is initial overview of how modern approaches to business
- Its based on well proven sales methodologies for complex industries
 - Challenger sales
 - Slingshot Edge
 - BASHO
 - Key account targeting

Course is first ever in CZE 23.5.2019