# CIOs
# From Doers to Leaders: 10 Tips

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## My Main Points:

1. My Message:
   Doing → doing and leading.
   How: 10 tips.

2. My Point of view:
   1. Programming packman on the TRS-80
   2. Defense related training and simulation
   3. Information system policy (Harvard)
   4. Enterprise software (10 years)
   5. Strategy Teaching (MBA, EMBA)
   6. Research (strategy, virtual worlds)
   7. Venture Capital
   8. Global View (USA, EU, HK-China)
   9. National Policy (president of Israeli Internet Association)
   10. Love Technology ☺

1

[CCADN\A10076] 2012-11-08 11:46:38

## Table of Contents

1. Understand the **strategic cycle.**

2. Build IT as an **innovation infrastructure.**

3. Use **cloud** as more than a new kind of servers.

4. Learn and Use the **language** of CXO.

5. Push "**money**" as tool.

6. **Disconnect** Data and Applications.

7. **Do Not Fail!**

8. Work from a **big picture**.

9. Build from the **centricity of IT**.

10. Get/Make **good people** (shameless plug!).

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## SVIT – Strategic Value of IT
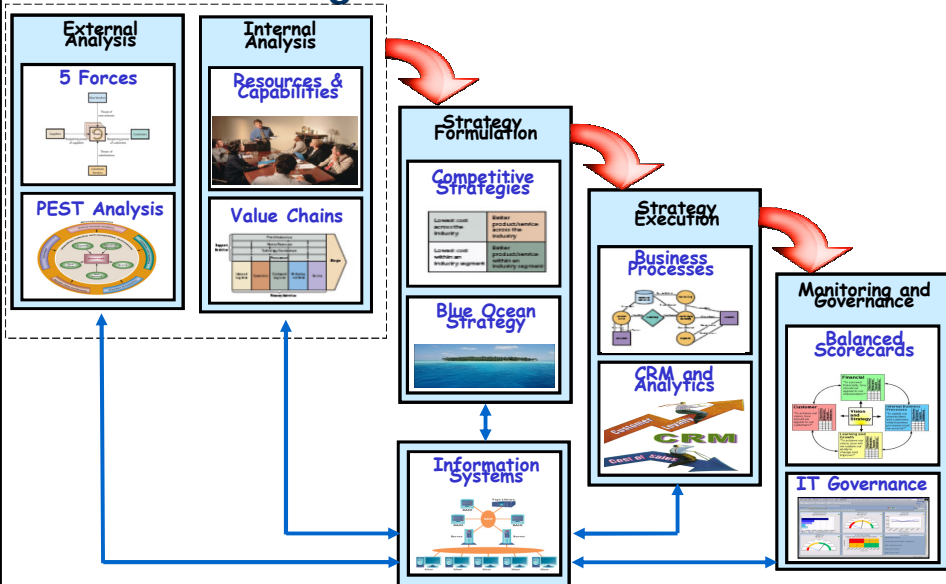
2

## Table of Contents

1. Understand the **strategic cycle.**
2. Build IT as an **innovation infrastructure.**
3. Use **cloud** as more than a new kind of servers.
4. Learn and Use the **language** of CXO.
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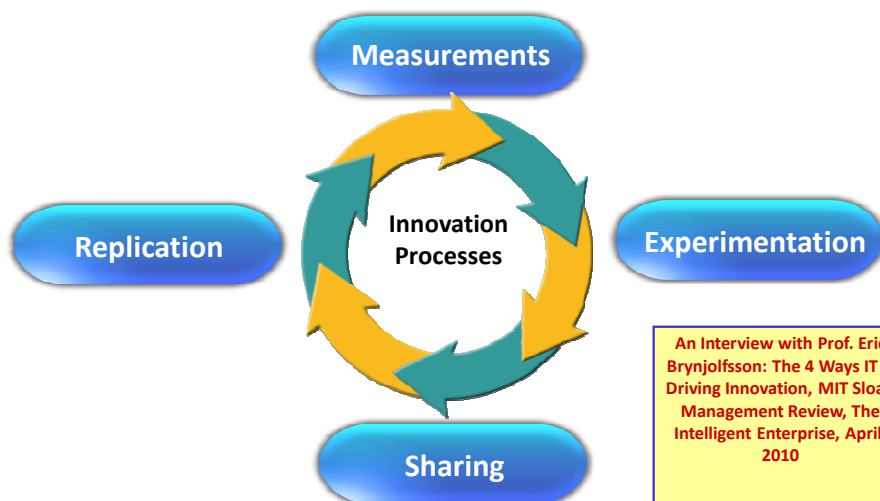10. Get/Make **good people** (shameless plug!).

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## 4 Ways IT Drives Innovation



Measurements

Replication

Innovation Processes

Experimentation

Sharing

An Interview with Prof. Eric Brynjolfsson: The 4 Ways IT is Driving Innovation, MIT Sloan Management Review, The Intelligent Enterprise, April, 2010

3

## Table of Contents

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3. Use **cloud** as more than a new kind of servers.

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# Cloud < Greatest Value is Innovation Enabling

**SaaS**

**Software Delivery Model**
Increasingly popular with SMEs
- No hardware or software to manage
- Service delivered through a browser

**PaaS**

**Platform Delivery Model**
- Platforms are built upon Infrastructure, which is expensive
- Estimating demand is not a science!
- Platform management is not fun!

**IaaS**

**Computer Infrastructure Delivery Model**
Access to infrastructure stack:
- Full OS access
- Firewalls
- Routers
- Load balancing

4

[CCADN\A10076] 2012-11-08 11:46:39

## Table of Contents

1. Understand the **strategic cycle.**

2. Build IT as an **innovation infrastructure.**

3. Use **cloud** as more than a new kind of servers.

4. Learn and Use the **language** of CXO.

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www.dryesha.com　　　　　　　　　　　　　　　　　　　Page 9

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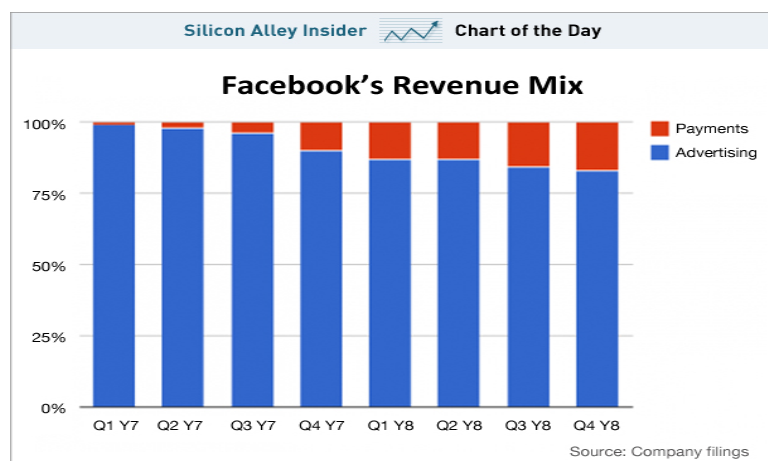
## CXO Language : Talk to Your Grandmother

**Examples: Value, Position, Strategy, Risk, Short Term, Long Term, Resistance, competition, Quarter…**

- **Say it So Your Grand Mother Can Understand It!**

- The best advice for leaders is to use plain-speak. Cut the jargon, stop using acronyms, and approach every speech, every email, every presentation as an opportunity to show how brilliant you are using *your own words and language!*

www.dryesha.com　　　**Source: http://cxomindset.blogspot.co.il/2009/09/language-of-leadership.html**　　　Page 10

5

[CCADN\A10076] 2012-11-08 11:46:40

## Table of Contents

1. Understand the **strategic cycle.**

2. Build IT as an **innovation infrastructure.**

3. Use **cloud** as more than a new kind of servers.

4. Learn and Use the **language** of CXO.

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## Facebook Credits

**Silicon Alley Insider** 〜〜 **Chart of the Day**

### Facebook's Revenue Mix

Payments
Advertising

100%
75%
50%
25%
0%

Q1 Y7   Q2 Y7   Q3 Y7   Q4 Y7   Q1 Y8   Q2 Y8   Q3 Y8   Q4 Y8

Source: Company filings

**Interesting Change: https://developers.facebook.com/blog/post/2012/06/19/introducing-subscriptions-and-local-currency-pricing/**

6

[CCADN\A10076] 2012-11-08 11:46:40

# HK Octopus Card – Behavior Modification Station

**Is 5 minutes of your life worth $2 HKD?**
January 16th, 2009

*Did you know?*

Octopus has one of the world's widest scope of applications, with over 4,500 service providers in transport and retail, and over 60,000 Octopus readers deployed across Hong Kong.

Apparently to some people it is. Five days a week during Hong Kong's lunch hour, a long line forms along the escalator walkway directly above Hollywood Road. On some days the line snakes all the way down the steps to the nearest exit at Lyndhurst Terrace. A sign of the times? Nope, this has been going on for over two years! What's the draw?

A few years ago the **MTR,** Hong Kong's subway system, began offering '**fare saver**' discounts in different locations around the city.

**Source: http://www.hongkonghustle.com/local-culture/512/hong-kong-mtr-fare-saver-machine-octopus-card-escalator-hk/**

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## Table of Contents

1. Understand the **strategic cycle.**
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7

[CCADN\A10076] 2012-11-08 11:46:40

# Data <- Creates Amazing Value

- Allows others to write services and applications.
- Makes people decide what is important (measure).
- Creates communities.
- Many diverse examples.

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8

# Advice: Plan to Fail Often and Small

- **Sad Example: NET LAW in Israel**
  - Amazing vision. Super value.
  - Management support.
  - Budget.
  - But constant fail and fail to fix.
- **Today**
  - People expect technology to work. It is not the old days when all was new.
  - Solution: Classic IT: Test, Small changes, backup, risk mitigation etc.



**APOLLO13 Clip Failure is not an option**

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## Create and Share a Visual Model that Connect Technology and Business
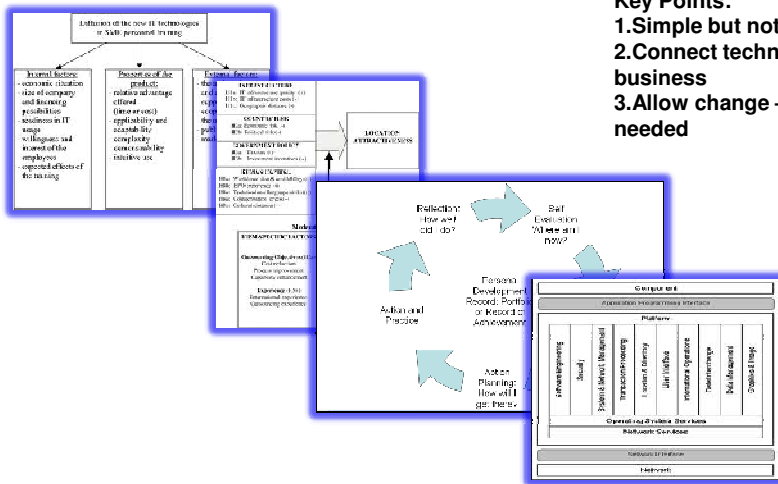


**Key Points:**
1. Simple but not simplistic
2. Connect technology and business
3. Allow change – update as needed

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## Table of Contents

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10

[CCADN\A10076] 2012-11-08 11:46:41

# IT Touches Everything…

- We are just starting… IT related service will change (and better) all aspects of our lives.
- With smart phones, apps, and more and more innovation – people expect that.

**2012**

This **Yahoo Finance** based list is up to date as of October 02, 2012. [3]

| Rank ⬍ | | Company ⬍ | Industry ⬍ | Market capitalization (billions) ⬍ |
|---|---|---|---|---|
| 1 | | Apple | Electronics | $623.78 |
| 2 | | Exxon Mobil | Oil and gas | $427.64 |
| 3 | | Microsoft | Information technology | $250.01 |
| 4 | | Wal-Mart | Retailing | $249.71 |
| 5 | | Google | Information technology | $245.97 |
| 6 | | General Electric | Conglomerate | $240.44 |
| 7 | | IBM | Information technology | $239.29 |
| 8 | | PetroChina | Oil and gas | $236.36 |
| 9 | | Chevron Corporation | Oil and gas | $229.93 |
| 10 | | Royal Dutch Shell | Oil and gas | $223.16 |

Bottom line: IT GROWTH

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## Table of Contents

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11

[CCADN\A10076] 2012-11-08 11:46:41

# Key Factor: Good IT Teams



- Exciting field – many people want to go in
- Find the good people
- Innovative people
- The right mix
- Develop your current people (I can help…)
- Constantly develop your team
- Let people out, bring new ones in, bring back.

**Source: http://www.danhegelund.com/wp-content/uploads/2012/09/happy-people-multicultural-5.jpg**

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# Conclusion



- We used to be DOERs.
- We now need to be also LEADERS:
  1. Leaders of business
  2. Partners with other leaders
  3. Leaders of people
- Txs.
  - yesha.sivan@gmail.com

12

[CCADN\A10076] 2012-11-08 11:46:42