

# IT-Business Alignment

## Group Discussion

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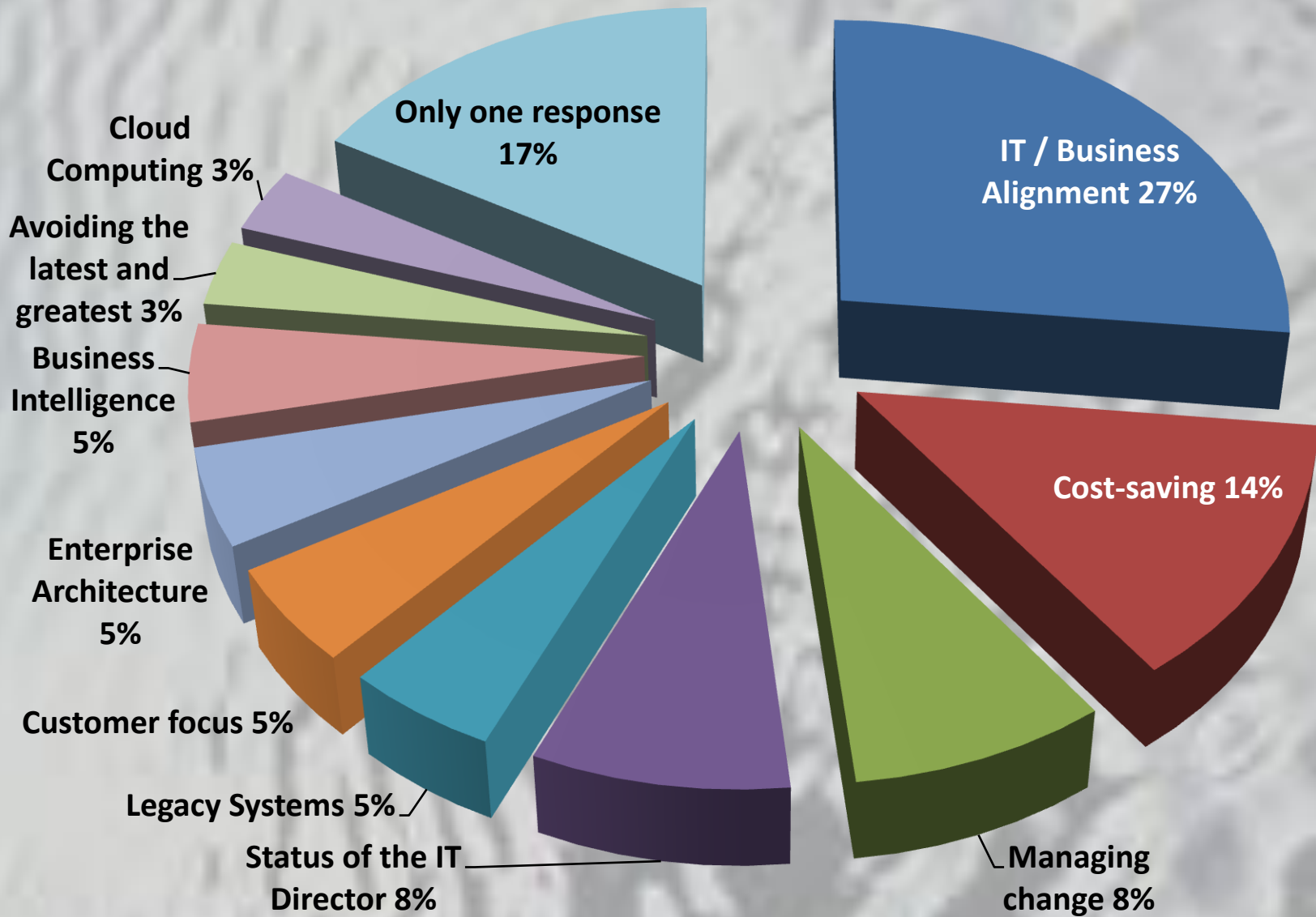
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## How did we decide upon today's topics?

We wanted the forum to focus on the top business issues facing IT Directors and so did some research.

- A survey on various LinkedIn.com CIO groups
  - Public responses
  - Private e-mails
- Feedback provided directly to Chase Zander by senior IT professionals
- Approx. 60 responses



# A definition of IT-Business Alignment

An ongoing process that will optimize the relational mechanisms between the business and IT organization by working on the IT effectiveness of the organization in order to maximise the business value from IT.

The objective of IT-Business alignment is to establish a trusted relationship between the business and IT that allows for an innovation driven climate in which IT becomes a strategic enabler for business growth.

It consists of a framework in which processes, communications, IT functions and technology decision making are synchronized and aligned to ensure a full integration of the business goals and objectives with the IT strategy.

*[Wikipedia.org](http://Wikipedia.org)*

## Some statements about alignment

*“the business itself is not aligned with the business, so how can IT be aligned with it?”*

*“the CEO doesn’t get IT so it will never be a priority in my organisation”*

*“there is no business strategy, so how can there be an effective IT strategy?”*

*“The fact that so many IT people want to talk about the need to align IT and the business is evidence that IT is not well-aligned in far too many businesses”*

## Reasons for lack of alignment

- Mind-set differences between management staff and IT staff
- Language differences
- Social influences
- Flaws in IT Governance (defined as the specification and control of IT decision rights)
- The difficulty of managing rapidly changing technology

*The Wall Street Journal*

## Suggestions for improving alignment

- CIOs to be both business savvy and gain the respect of techies in the IT department
- Improve IT awareness/training among executives and team leaders throughout the business
- Improve business awareness/training among the company's IT managers

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