



# The Transformative IT Leader Program

*The Leadership Imperative Hasn't Changed But Times Have*

---

**Enroll:** [leadersbeyond.com/register](https://leadersbeyond.com/register)

**Price:** \$5,000 + tax

**April 22, 2021 - May 20, 2021**

**Maximum Class Size: 20 students**

---

It's no longer enough to master the essential business skills that have always been vital to the success of IT leaders and their organizations. Today's leaders must focus on what's important, NOW! They need a new edge to transform and flourish in these changing and unpredictable times.

Within a 5 week period, our team of skilled and experienced mentors will engage you in a powerful and topical online learning program. Newly 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 **mid-level technology leader** who:

- Can be a graduate of the Leaders Beyond Emerging IT Leader program
- 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 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 interactive online sessions are delivered through Zoom over a five-week period (a schedule is provided with each program offering). Each session is approximately three 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 additional networking sessions and a major case study. Graduates receive confidential feedback and a certificate on 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 extensive use of case study analysis.



**Cindy Seibel**

***Program Director, Leaders Beyond™***

***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 an external consultant. Cindy is a lifelong learner who loves to share her passion for leadership and technology in the 21st century.



**Dr. Tom Keenan, Ed.D., I.S.P., FCIPS**

***Educator, Author, Journalist and Public Speaker***

Tom is a seasoned IT professional and popular professor at the University of Calgary. He taught Canada's first computer security course in 1977 and was involved in the creation of the country's first computer crime laws. He has spoken on five continents and is the author of over 2,000 academic and professional publications. A frequent guest on radio and television programs, Tom has served as an expert witness in civil and criminal cases and is known for his ability to demystify complex subjects and tease out the "news you can use." His 2014 book, *Technocreep: The Surrender of Privacy and the Capitalization of Intimacy* is a Canadian best-seller and currently ranks in the top twenty in Amazon.ca's Technology & Society category. He is the current Chair of the Information and Communications Technology Council of Canada and a Fellow of the Canadian Information Processing Society and the Canada Global Affairs Institute.



**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 11:00 am to 2:00 pm ET)***

### **Session 1: Thursday, April 22, 2021**

#### **The Transformative IT Leader: Adapting and Flourishing in Uncertain Times / Cindy Seibel**

You are known for your leadership in your organization, but are you confident in your abilities to go 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
- 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: Tuesday, April 27, 2021**

#### **Navigating the ICT Ecosystem / Dr. Tom Keenan**

Understanding the context of IT leadership is an important step in your leadership journey and we begin the program by exploring this context with you. What does it take to be a technology leader in today's chaotic world? What are the issues? What are our obligations? What lessons can we learn? In this fast-paced, non-technical workshop, you will:

- Explore and analyze the world's technology ecosystem from the only perspective that matters – the survival and growth of your organization
- Examine the changing faces and places of work and their impact on technology leadership
- Understand your obligations under global privacy laws, including considerations for data collection and management
- Recognize the social implications of technology within and outside the workplace
- Prepare the groundwork for “future-proofing” your IT operation, your organization, and your career

### **Session 3: Friday, April 30, 2021**

#### **Driving Idea Acceptance with Strategic and Financial Measures / Dr. James Norrie**

Being able to speak to business clients persuasively – and to 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 and finance? What is strategy? And do you understand the financial

processes that drive technology investment decisions? 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 strategic context that defines improving IT value
- Acquire knowledge of key financial metrics every IT leader should know
- Improve your ability to link strategic and financial elements embedded in typical executive decision making to improve the acceptance of new initiatives and ideas

## **Session 4: Tuesday, May 4, 2021**

### **Culture and Communication: 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 techniques and approaches that help technology professionals find their voice and be heard. In this workshop, 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
- Practice the art of presenting to the executive level in your organization and position your message, request or proposal for understanding and acceptance

## **Session 5: Friday, May 7, 2021**

### **Transforming Cybersecurity to a Team Sport / Dr. James Norrie**

Cybersecurity is not primarily a technology issue anymore. It is a human behaviour problem on a massively networked scale. Denial of this fact is not productive, does not keep us safer online, and works to society's detriment harming companies, employees, customers and more. You may have met the technical challenge, but do you truly understand the threat landscape and the role of human behaviour in addressing the problem more strategically? In this session you will:

- Understand how one's personality translates to an online style and how that behaviour influences your vulnerability to different types of cybersecurity hacks and attacks
- Explore emerging approaches to cybersecurity awareness training, including a personal opportunity to engage with an exemplar of an innovative style-aligned approach
- Distinguish between one-time security training events versus creating a strategic engagement process to foster a deeper, sustainable cyber-aware culture internally
- Examine stochastic risk models as a method to assist your organization in defining the ROI of making sound cybersecurity investments against known risk mitigation benefits

## **Session 6: Tuesday, May 11, 2021 and Session 7: Thursday, May 13, 2021**

### **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 8: Thursday, May 20, 2021**

### **Case Study - Practicum / Cindy Seibel**

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

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

***Register today at [leadersbeyond.com/register](https://leadersbeyond.com/register)***



For more information contact: [barry.clavir@leadersbeyond.com](mailto:barry.clavir@leadersbeyond.com)