

FY21 IT Strategy

Executive Presentation

How IT will Support Acme Corp's
Corporate Strategy in FY21

How to Use this Template

This deck is intended to act as a template for the 'Build a Business-Facing IT Strategy Presentation' Concierge Service. It uses sample data from 'Acme Corp' to demonstrate an ideal IT strategy executive presentation.

Content identified in GREY or indicated with "Sample Data" should be replaced with data from your organization. Certain information will require adjusting the slide master to be removed or changed.

Each section provides multiple layouts and designs to pick from to build your ideal strategy executive presentation. For each section:

- Pick one slide that best fits your need.
- Complete the section based on the information you have.



Download the 'IT Strategy Visualization' template

When you see this symbol in the '*Build a Business-Facing IT Strategy Presentation*' Concierge Service, the corresponding activity can be documented into this template.

Guidelines to complete the slide.

Sample Acme Corp Data

When you see these symbols in this document, replace any Acme Corp data with your own and delete the purple boxes to complete the slide.

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Message from the CIO



<Name>

CIO, <Company Name>

Include information
about your CIO.

What is Acme Corp's FY21 IT Strategy?

<This IT Strategy document provides a holistic view of where our IT Department will go over the next year. It demonstrates how we will align our resources, efforts and budget to support Acme Corp's corporate direction and Top 10 Initiatives. It is our roadmap.

To achieve this strategy, our IT department must remain focused on the key IT Initiatives outlined in this document. These initiatives are the tactics we will use to support our business stakeholders in achieving their goals.

This strategy was developed in cooperation with many business stakeholders, IT leadership and the input of IT employees. It is a combined effort we will use to gain alignment and buy in from our staff. Thank you to all those who have helped assess our current state, envision our future state, and determine the gaps necessary to achieve those goals.

I look forward to working with all of you in helping Acme Corp achieve it's 2021 Corporate Goals!>

Info-Tech's Insight for an effective IT Strategy

- Everything IT does should support the business. A list of projects is not a strategic plan. A good strategy clearly links IT initiatives to business goals.
- Business stakeholders cannot translate how IT initiatives will help achieve their objectives. IT needs to work together with the business through the IT strategy development process.
- A well-crafted IT strategy is critical to enhancing business stakeholder satisfaction and building relationships with business stakeholders.

Replace this
message from the
CIO for your
organization's.

Message from the CIO

What is Acme Corp's FY21 IT Strategy?

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I look forward to working with all of you in helping Acme Corp achieve it's 2021 Corporate Goals!>

Replace this message from the CIO for your organization's.

Include information about your CIO and image.

John Doe
CIO

IT Supports Acme Corp's Corporate Mission & Vision

Business

Mission

<We help CIOs achieve measurable results by systematically improving core IT processes, governance, and critical technology projects.>

Vision

<Acme Corp will grow to become the largest consulting firm across the industry by providing unprecedented value to our clients.>

Incorporate the business statements to show alignment.

Our Mission & Vision helped determine IT's guiding principles for FY21:

The following guiding principles define the values that drive IT's strategy in FY21 and provide the criteria for our 12-month planning horizon.

IT

Mission

<IT provides innovative product solutions and leadership that drives growth and success.>



Vision

<Relentlessly will drive value to our customers through unprecedented innovation.>



Guiding Principles

- We will boost Business & Data Driven decision making.
- We will keep the budget within 6%+/- YOY
- We will Insource over outsource
- We will develop a Cloud-first technology stack

IT Supports Acme Corp's Corporate Mission & Vision

Use this slide if you don't have the business statements readily available.



IT Mission

<IT provides innovative product solutions and leadership that drives growth and success.>

IT Vision

<Relentlessly will drive value to our customers through unprecedented innovation.>

Guiding Principles

- We will boost Business & Data Driven decision making.
- We will keep the budget within 6%+/- YOY
- We will Insource over outsource
- We will develop a Cloud-first technology stack

Acme Corp's IT Strategy

Our Corporate Mission

B Better Products & Services Than Anyone

E Engage Customers Through Unprecedented Value

A Acquire with a Clear & Exciting Value Proposition

M Manage the Best Company in the World

IT'S Commitment to our corporate mission:

<Name>
CIO, <Company Name>

IT Mission: IT provides innovative product solutions and leadership that drives growth and success.

IT Vision: Relentlessly will drive value to our customers through unprecedented innovation.

To support the business, IT will enable the firm's Top Corporate Projects & improve stakeholder satisfaction with IT.

85%

BUSINESS SUPPORT

Raise End User Satisfaction to 85%*

- Mobile Salesforce.com deployment
- Agile Requirements Gathering
- Implement Automated Testing
- Implement HRIS & LMS
- Multi-Factor Authentication
- Build products Web Portal
- Products Website 2.0

*Business Vision Stakeholder Satisfaction Data

To reduce risk & improve operations, IT will strive to be a 'business partner'.

20%

IT EXCELLENCE

Improve Data Quality Satisfaction by 20%*

- Improve Data Quality
- Customer Engagement Reporting
- Account Industry Classification and Reporting
- Core Productivity Reporting

*MCO Process Maturity Data

To drive technology innovation, we focused on identifying industry and technology drivers that will have the most impact for Acme Corp.

10%

INNOVATION

Create a World Class CX Capability & Increase FABs by 10%*

- Acquire RPA platform
- Train Process analysts on RPA

*CEO-CIO Alignment Data

Our top initiatives collectively support our business goals and improve the delivery of IT products & services.

Sample Acme Corp Data

Acme Corp's IT Roadmap



Reserve building your strategy on a page as your last activity in building your IT Strategy board room presentation. Use the templated slides at the end of this document to replace Acme Corp data with your organization's.

Acme Corp's IT Org Chart

<Name>
CIO, <Company Name>

<Name>
VP, Application Development
+15 Full-Time FTEs

<Name>
VP, Creative
+15 Full-Time FTEs

<Name>
Director, Information Security & Compliance
+2 Full-Time FTEs

<Name>
Director, Infrastructure & Operations
+17 Full-Time FTEs

John William has been CIO at Acme Corp since 2015. His leadership team spans application development, creative teams, infrastructure and security. The team represents 92 years of combined experience at solving IT problems and delivering IT value.

The IT Team Spans 9 Functional areas of support and bring a combined 80 years of experience in IT.

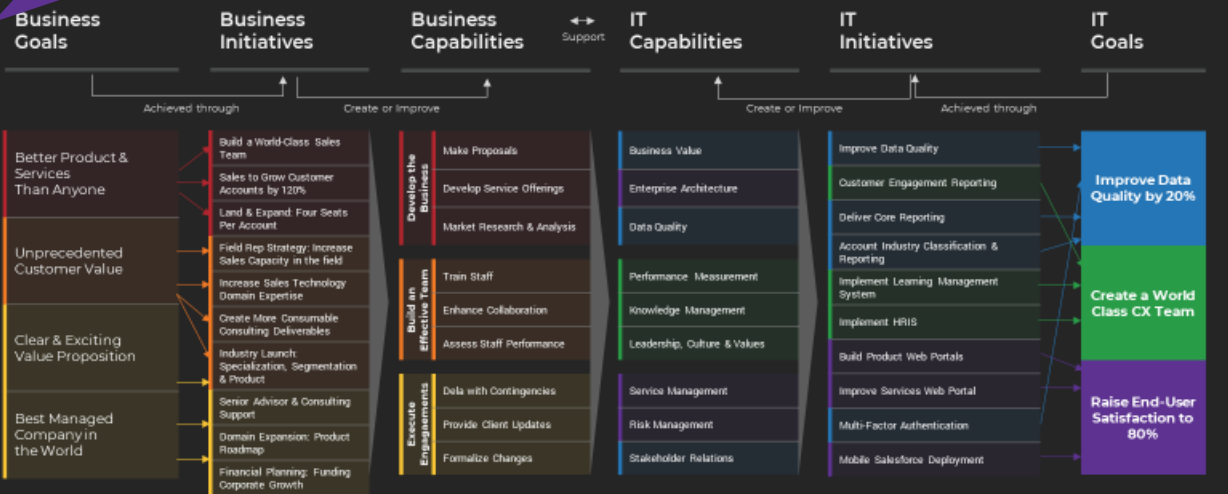
"To achieve this strategy, our IT department must remain focused on the key IT initiatives outlined in this document. These initiatives are the tactics we will use to support our business stakeholders in achieving their goals.

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I look forward to working with all of you in helping Acme Corp achieve it's 2021 Corporate Goals!"

- CIO Name, CIO

| | | |
|---|---------------------------------------|--------------------------------|
| <Name> VP, Applications | <Name> PMO | <Name> VP, Creative |
| <Name> Director, Infrastructure & Operations | <Name> Manager, Data & BI | <Name> Director, Innovation |
| <Name> Director, Security & Risk | <Name> VP, Enterprise Architecture | <Name> PMO |



Acme Corp's Business Alignment



IT Mission: IT provides innovative product solutions and leadership that drives growth and success.

IT Vision: Relentlessly will drive value to our customers through unprecedented innovation.

Acme Corp's IT Roadmap



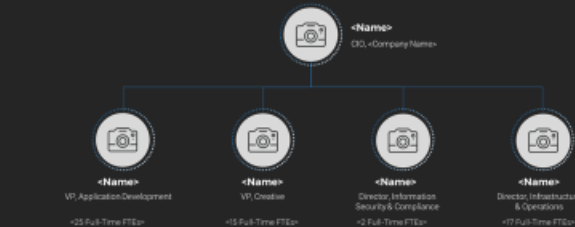
- IT's Guiding Principles to achieve our FY21 Strategy:
- We will boost Business & Data Driven decision making.
 - We will keep the budget within 5%/- YOY
 - We will insource over outsource
 - We will develop a Cloud-first technology stack

Key IT Initiatives Category

- Business Support
- IT Excellence
- Innovation

Build a Strategy on a Page that best highlights your IT strategy with the information currently available. Ensure you include information that will be most relevant to a business audience.

Acme Corp's IT Org Chart



John William has been CIO at Acme Corp since 2015. His leadership team spans application development, creative teams, infrastructure and security. The team represents 92 years of combined experience at solving IT problems and delivering IT value.

The IT Team Spans 9 Functional areas of support and bring a combined 80 years of experience in IT.



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I look forward to working with all of you in helping Acme Corp achieve it's 2021 Corporate Goals!"

-CIO

Our IT team collectively support our business goals and improve the delivery of IT products & services. Our IT Strategy will help IT become a Business Partner.



InfoTech Maturity Assessment

BUSINESS SUPPORT

Raise End User Satisfaction to*



*Business Version 2.0/End-user Satisfaction Data

IT EXCELLENCE

Improve Data Quality Satisfaction by*



*HSD Process Maturity Data

INNOVATION

Create a World Class CX Capability & Increase FABs by*



*CEO-OD Alignment Data

Strategy on a Page

Sample Acme Corp Data

Our top initiatives collectively support our business goals and improve the delivery of IT products & services.

Our Corporate Mission

B Better Products & Services Than Anyone

E Engage Customers Through Unprecedented Value

A Acquire with a Clear & Exciting Value Proposition

M Manage the Best Company in the World

IT'S Commitment to our corporate mission:

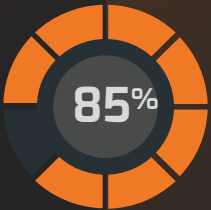


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To support the business, IT will enable the firm's Top Corporate Projects & improve stakeholder satisfaction with IT.



BUSINESS SUPPORT

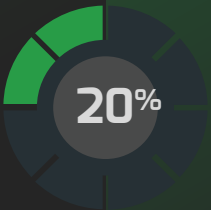
Raise End User Satisfaction to 85%*

- Mobile Salesforce.com deployment
- Agile Requirements Gathering
- Implement Automated Testing
- Implement HRIS & LMS
- Multi-Factor Authentication
- Build products Web Portal
- Products Website 2.0

*Business Vision Stakeholder Satisfaction Data

| J | F | M | A | M | J | J | A | S | O | N | D |
|---|---|----|----|---|----|----|----|----|---|---|---|
| 4 | | | 12 | | | | | | | | |
| | | 20 | | | 16 | | | | | | |
| | | | | | 3 | | | | 4 | | |
| | | | 9 | | | | 10 | | | | |
| | | | | | | 11 | | | 7 | | |
| | | 14 | | | | | | 20 | | | |
| | | | | | | 8 | | | | 8 | |

To reduce risk & improve operations, IT will strive to be a 'business partner'.



IT EXCELLENCE

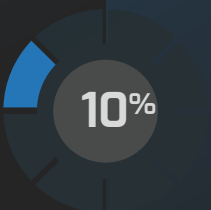
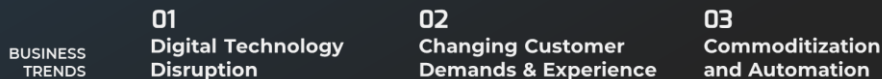
Improve Data Quality Satisfaction by 20%*

- Improve Data Quality
- Customer Engagement Reporting
- Account Industry Classification and Reporting
- Core Productivity Reporting

*MGD Process Maturity Data

| J | F | M | A | M | J | J | A | S | O | N | D |
|---|---|----|----|---|----|---|---|---|---|---|---|
| 4 | | | 12 | | | | | | | | |
| | | 20 | | | 16 | | | | | | |
| | | | | | 3 | | | | 4 | | |

To drive technology innovation, we focused on identifying industry and technology drivers that will have the most impact for Acme Corp.



INNOVATION

Create a World Class CX Capability & increase FABs by 10%*

- Acquire RPA platform
- Train Process analysts on RPA

*CEO-CIO Alignment Data

| J | F | M | A | M | J | J | A | S | O | N | D |
|---|---|----|----|---|----|---|---|---|---|---|---|
| 4 | | | 12 | | | | | | | | |
| | | 20 | | | 16 | | | | | | |

Goal Cascade Visual Tier 1

Pick a Tier 1 goals cascade if you only have goals information readily available.

Business Goals

Better Product & Services
Than Anyone

B

Unprecedented
Customer Value

E

Clear & Exciting
Value Proposition

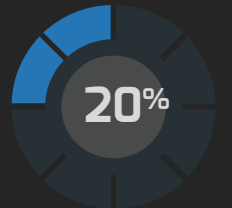
A

Best Managed
Company in
the World

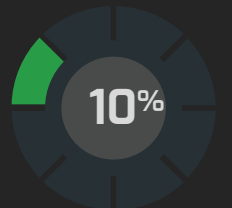
M

IT Goals

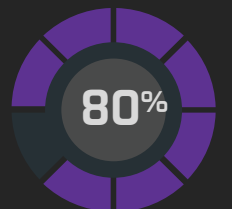
Improve Data Quality by 20%



Create a World Class Customer Experience
Team by Increasing FABs by 10%



Raise End-User Satisfaction to 80%



Goal Cascade Tier 2

Pick a Tier 2 goals cascade if you have goals and initiative information readily available for both T and the business.

Business Goals

Business Initiatives

IT Initiatives

IT Goals

Support

Achieved through

Achieved through

Better Product & Services Than Anyone

Unprecedented Customer Value

Clear & Exciting Value Proposition

Best Managed Company in the World

Build a World-Class Sales Team

Sales to Grow Customer Accounts by 120%

Land & Expand: Four Seats Per Account

Field Rep Strategy: Increase Sales Capacity in the field

Increase Sales Technology Domain Expertise

Create More Consumable Consulting Deliverables

Industry Launch: Specialization, Segmentation & Product

Senior Advisor & Consulting Support

Domain Expansion: Product Roadmap

Financial Planning: Funding Corporate Growth

Improve Data Quality

Customer Engagement Reporting

Deliver Core Reporting

Account Industry Classification & Reporting

Implement Learning Management System

Implement HRIS

Build Product Web Portals

Improve Services Web Portal

Multi-Factor Authentication

Mobile Salesforce Deployment

Improve Data Quality by 20%

Create a World Class CX Team

Raise End-User Satisfaction to 80%

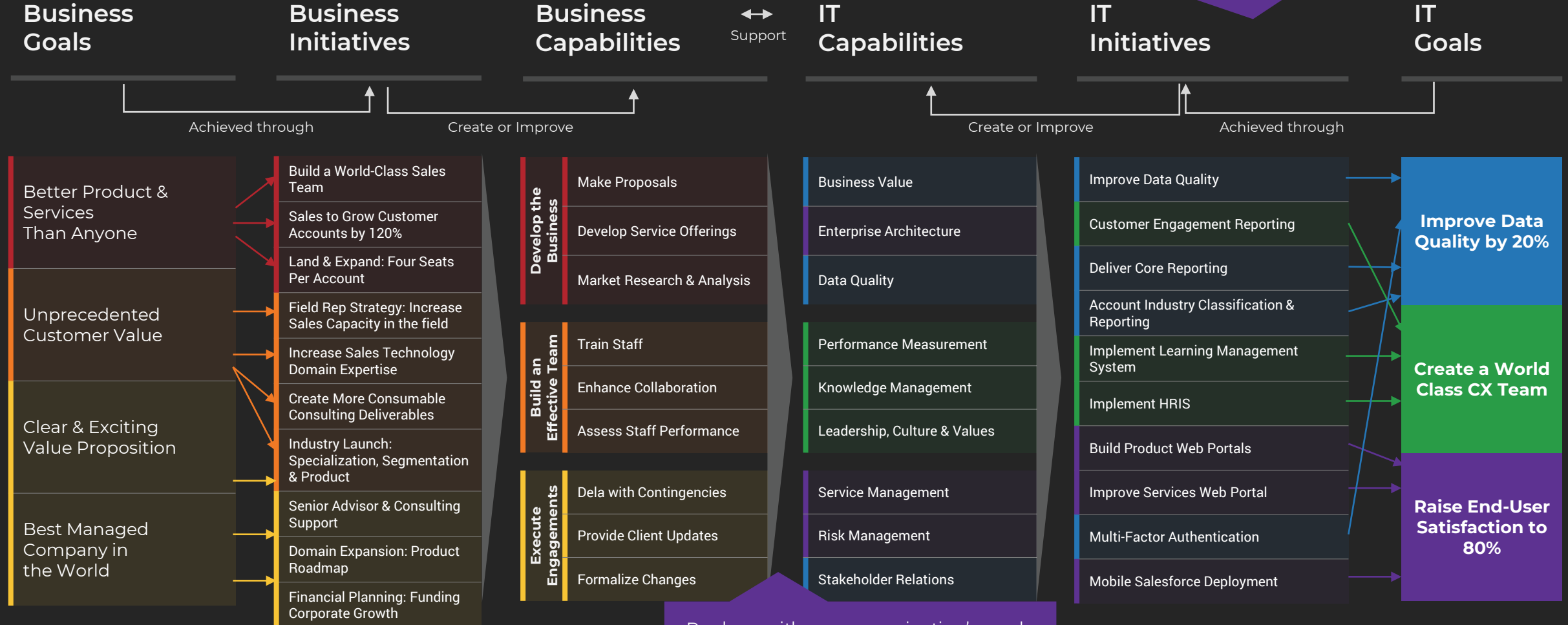
Goal Cascade Visual Tier 3

Update legend with your industry value streams.

Legend

- Develop the Business
- Sell Engagements
- Execute Engagements
- Build an Effective Team
- Plan & Assign Resources
- Manage Billing & Finances

Pick a Tier 3 goals cascade if you have goals, initiative, and capabilities information readily available for both T and the business.



Replace with your organization's goals cascade visual.

IT Goals & Description

Key IT initiatives

Customer Engagement Reporting

Deliver Core Reporting

Account Industry Classification & Reporting

Implement Human Resource Information System (HRIS)

Implement LMS

Create Product Web Portal

Improve Services Web Portal

Multi-Factor Authentication

Mobile Salesforce.com deployment

Complete and Communicate an IT Strategy

Implement Automated Testing

Agile Requirements Gathering

Acquire RPA platform

Training process analysts on RPA



Create a World Class CX Team



Increase Data Quality Satisfaction by 20%



Raise End User Satisfaction to 85%

Provide descriptions for each IT goal.

Building a world class Customer Experience (CX) team will help create a positive member experience and increase our renewal rates.

We will create a Data Quality initiative, as well as apply data quality principles into all new projects. We will measure this using Info-Tech's Data Quality diagnostic.

We will focus on improving our service desk and application service level and measure results using Info-Tech's End User Satisfaction Diagnostic.

Group your initiatives by theme and build an IT goal around theme major theme and show alignment.

IT Goals & Description

Create a World Class CX Team

Building a world class Customer Experience (CX) team will help create a positive member experience and increase our renewal rates.

Increase Data Quality Satisfaction by 20%

We will create a Data Quality initiative, as well as apply data quality principles into all new projects. We will measure this using Info-Tech's Data Quality diagnostic.

Raise End User Satisfaction to 85%

We will focus on improving our service desk and application service level and measure results using Info-Tech's End User Satisfaction Diagnostic.

IT Goal

Description

Use this template if alignment between IT goals and initiatives was not previously conducted.

IT Goals & Metrics



Create a World Class
CX Capability



Improve Data Quality
Satisfaction by 20%



Raise End User
Satisfaction to 85%

Metric

Convert more site visitors into First Appointment Booked (F.A.B.)

Usage of IT-issued dashboards and reports

Overall Stakeholder satisfaction

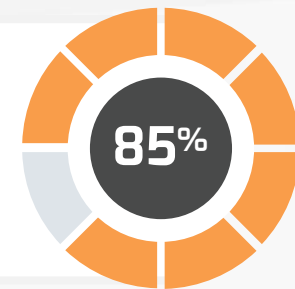
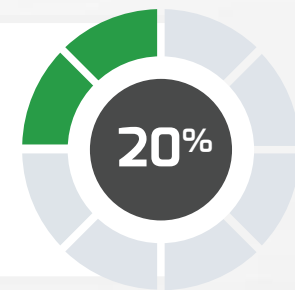
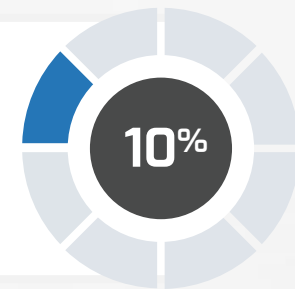
Target

increase in conversion of site visitors to F.A.B.s

Decrease the number of tickets due to data quality issues by

CIO B.V. satisfaction scores increase to in FY21

Include target and data sources if available.



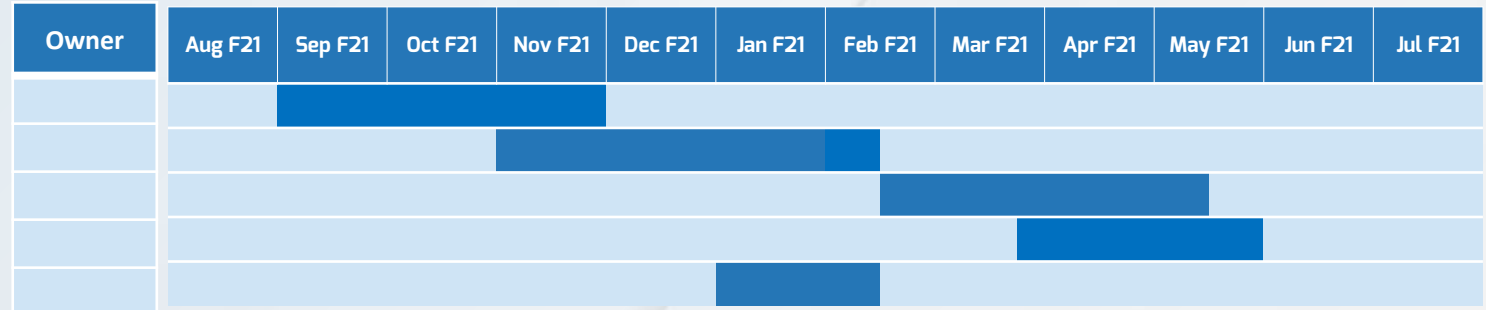
IT Roadmap Visual

Sample Acme Corp Data

Use a Gantt chart visual for a more detailed roadmap visual that includes specific dates and initiative ownership.

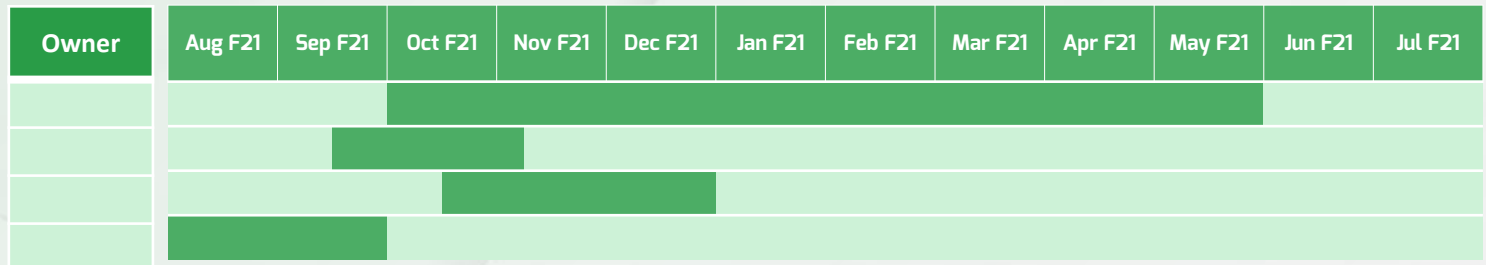
Create a World Class CX Capability

- Deliver Core Reporting
- Implement LMS
- Create Product Web Portal
- Improve Services Web Portal
- Mobile Salesforce.com deployment



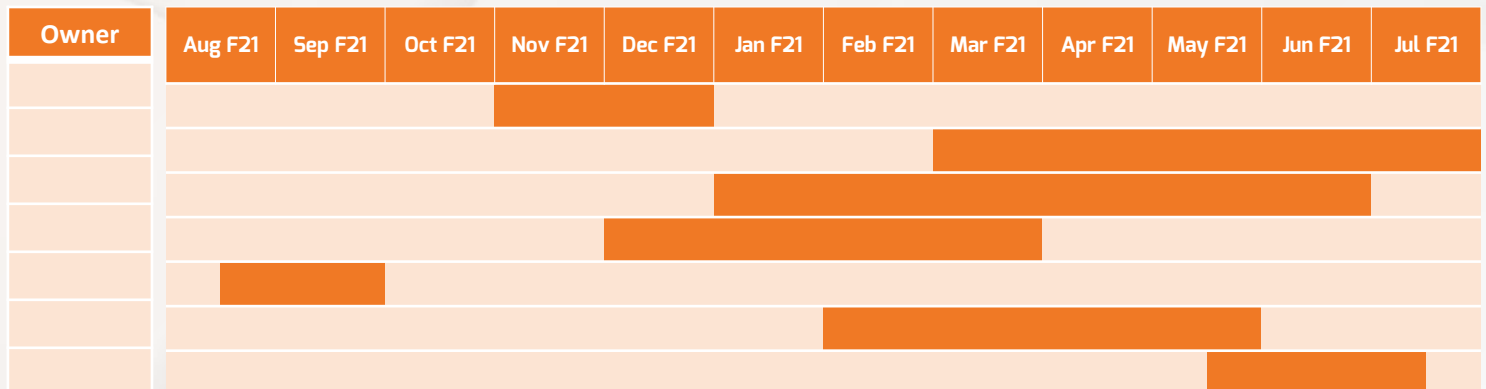
Improve Data Quality Satisfaction by 20%

- Improve Data Quality
- Customer Engagement Reporting
- Account Industry Classification and Reporting
- Core Productivity Reporting



Raise End User Satisfaction to 85%

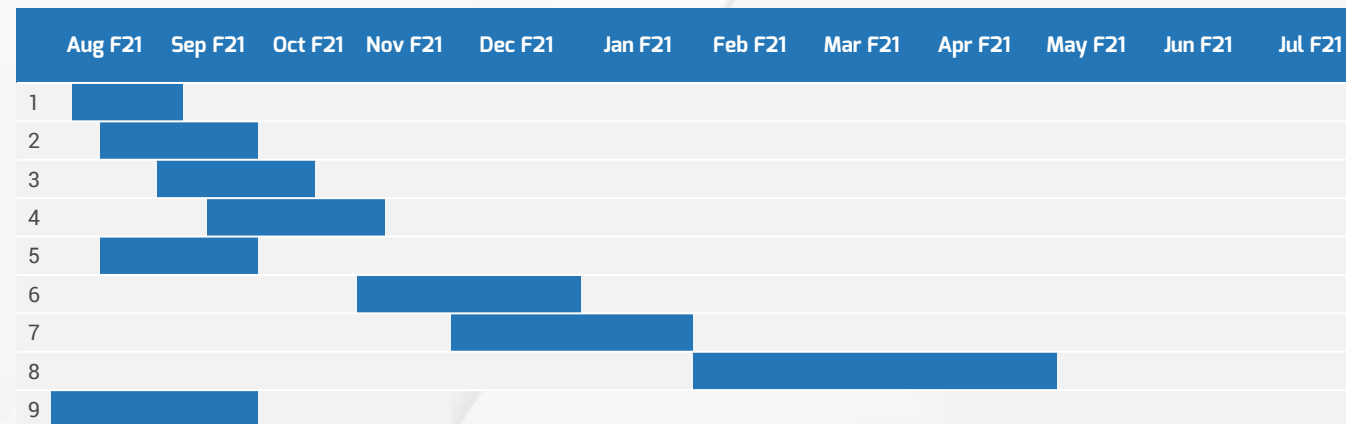
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IT Roadmap Visual

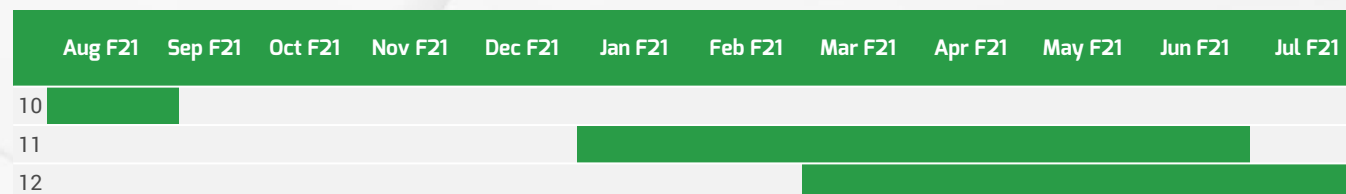
01 Business Support

1. Customer Engagement Reporting
2. Deliver Core Reporting
3. Account Industry Classification & Reporting
4. Implement Human Resource Information System (HRIS)
5. Implement Learning Management System (LMS)
6. Create Product Web Portals
7. Improve Services Web Portal
8. Multi-Factor Authentication
9. Mobile Salesforce.com deployment



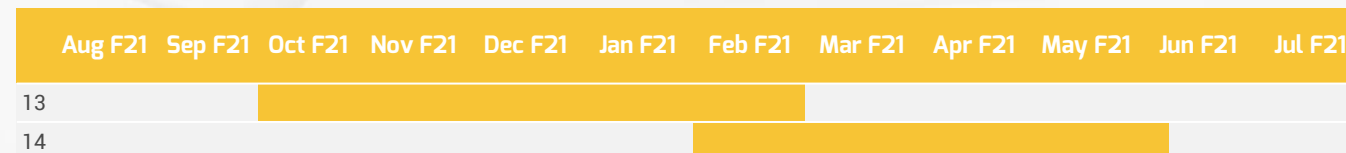
02 IT Excellence

10. Complete & Communicate An IT Strategy
11. Implement Automating Testing
12. Agile Requirements Gathering



03 Innovation

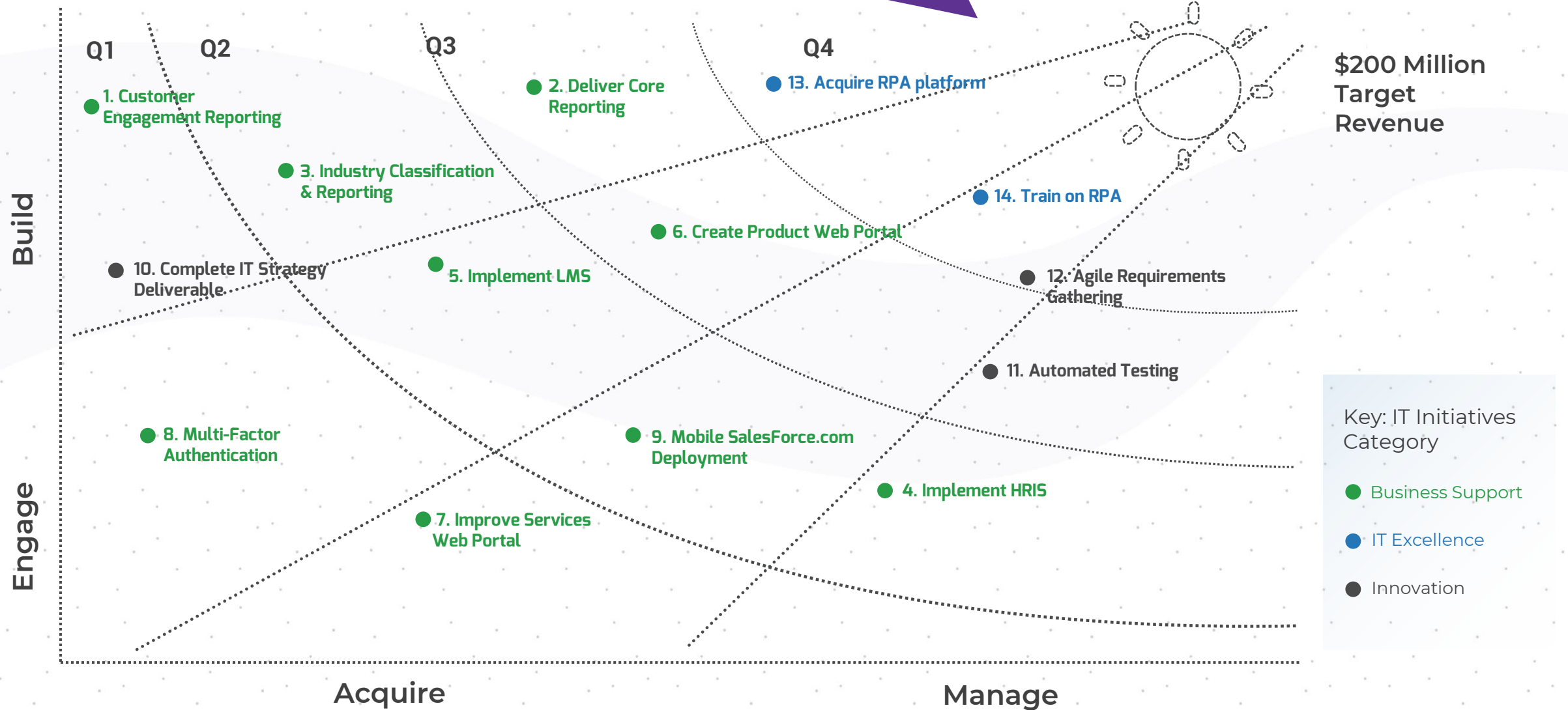
13. Acquire RPA platform
14. Train process analyst on RPA bot generation



Alignment to business support, IT excellence and innovation categories can be used when initiative to IT goal alignment is missing.

IT Roadmap Visual

Use a sunshine diagram when specific timeline and initiative ownership information has not been identified in the strategy.



What is the ask?

As a result, a <6% increase> in IT's budget is required to execute on our roadmap

Include Capex and Opex deltas for the IT budget comparing to the previous fiscal to evaluate the ask for the new IT budget.

2020 Budget + Cost of 2021 Strategy = 2021 Budget

Include incremental costs from key initiatives.

| Initiatives for FY21 | Incremental Cost |
|--|------------------|
| 1 Customer Engagement Reporting | 10,000 |
| 2 Deliver Core Reporting | 5,000 |
| 3 Account Industry Classification & Reporting | 25,000 |
| 4 Implement Human Resource Information System (HRIS) | 50,000 |
| 5 Implement Learning Management System (LMS) | 5,000 |
| 6 Create Product Web Portals | 5,000 |
| 7 Improve Services Web Portal | 10,000 |
| 8 Multi-Factor Authentication | 5,000 |
| 9 Mobile Salesforce.com deployment | 10,000 |
| 10 Complete & Communicate An IT Strategy | 0 |
| 11 Implement Automating Testing | 15,000 |
| 12 Agile Requirements Gathering | 0 |
| 13 Acquire RPA platform | 30,000 |
| 14 Train process analyst on RPA bot generation | 0 |
| Total Incremental Cost | \$ 170 K |

BUSINESS
SUPPORT

\$125,000

IT
EXCELLENCE

\$15,000

INNOVATION

\$30,000

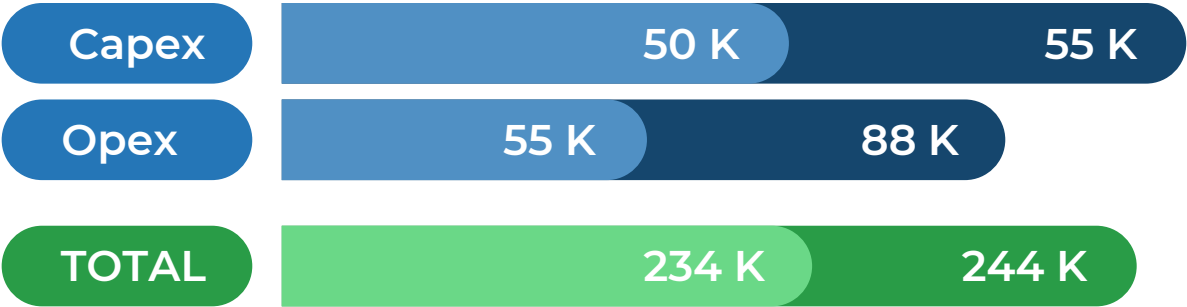
| Budget | 2021 | 2020 |
|------------------|--------------------|--------------------|
| Capital | | |
| Business Support | \$487,500 | \$425,000 |
| IT Excellence | \$320,000 | \$310,000 |
| Innovation | \$135,000 | \$120,000 |
| Subtotal | \$1,000,000 | \$855,000 |
| Operating | | |
| Business Support | \$1,012,500 | \$950,000 |
| IT Excellence | \$755,000 | \$750,000 |
| Innovation | \$265,000 | \$250,000 |
| Subtotal | \$2,093,000 | \$1,950,000 |
| Total | \$2,865,000 | \$2,695,000 |

+\$170K

Bucket IT's budget into the 3 categories on your key initiative profile to ensure consistency.

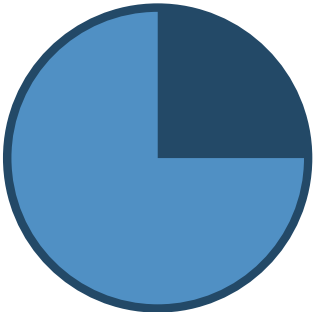
IT budget & Variance

Use this template to customize for different budget categories or categories currently available in the strategy document.



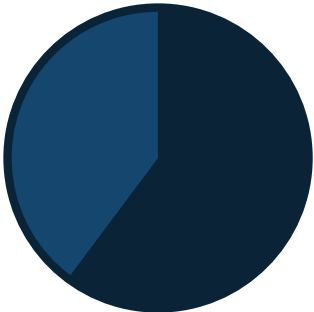
A <6% increase> in IT’s budget is required to execute on our roadmap.

Include the ask and a rationale for the ask.



Last Fiscal Year

75% Of IT’s budget was spent on improving our website, infrastructure costs and outsourcing costs.



This Fiscal Year

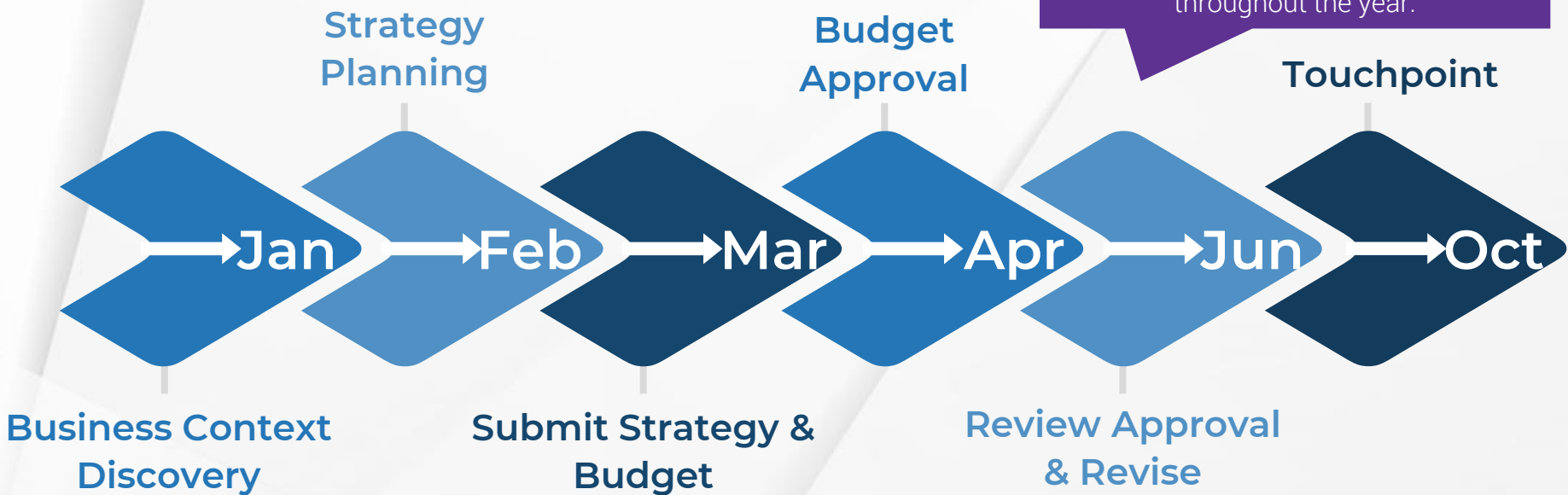
35% Of this year’s additional IT budget will go into **business support initiatives**.

IT is committed to frequent and effective stakeholder management to execute on our FY21 initiatives

| Initiative | Key IT Teams | | Business Units Impacted | Key Contacts in Business Unit | Communication Methods |
|--|--------------|----------------|---------------------------------------|-------------------------------|--|
| Implement Learning Management System (LMS) | Service Desk | Infrastructure | HR | <Name> | Weekly Status Update meeting |
| Create Product Web Portal | Web Team | Creative Team | Product Owner Consultants Sales | <Name> <Name> <Name> | Weekly Demo Daily Standup General comms |
| Industry Classification & Reporting | Web Team | Sales Ops | Sales Consultants | <Name> <Name> | General comms |
| Implement HRIS | Service Desk | Infrastructure | HR | <Name> | Weekly Status Update meeting |
| Improve Services Web Portal | Web Team | Creative Team | Product Development team | <Name> | Include this information on stakeholder management for all business support initiatives. |
| Deliver Core Productivity Reporting | Web Team | Creative Team | All departments | <Name> | |

Next Steps & Refresh Strategy

We will put a process in place to review the IT strategy that makes us proactive to deal with any changes to the business' strategy or direction.



| | AUDIENCE | SCOPE | DATE |
|-----------------------|---------------------|--|------------|
| ANUALLY | Org leadership team | Re-Survey, review/validate, update schedule | Pre-budget |
| TOUCHPOINT | IT leadership team | Status update, risks/constraints, priorities | Oct 2021 |
| EVERY YEAR (RE-BUILD) | IT leadership team | Full planning | Jan 2022 |

IT is dedicated to frequent touch points throughout the year to ensure the strategy team and all stakeholders are on the same age about any changes or updates regarding strategic initiatives .

1. Customer Engagement Reporting

Create relevant and informative reporting for the sales team to make data-driven decisions.

Provide a brief value statement for the initiative.

Incremental Cost:

\$5,000

LABOR

\$0

SYSTEMS

\$5,000

CONTRACTS

\$10,000

TOTAL

CIO comments:

This capability was requested from the head of sales.

Initiative Description:

- IT will enable better, cleaner and more relevant reporting by leveraging existing data sources across Acme Corp.

Description must include what IT will undertake to complete the initiative.

Project Timeline:

| 2020 | | | | 2021 | | | |
|------|----|----|----|------|----|----|----|
| Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| | | | | | | | |

Primary Business Benefits:



Growth in MCV

Other Expected Business Benefits:



Make informed decisions for the field rep strategy

Initiative Category:

01

Business Support

Align benefits back to business benefits or benefits for the stakeholder groups that it impacts.

Risks:

- Data accuracy

Complete all initiative profile pages with results from step 3.3.

Dependencies:

- Salesforce customizations
- Data quality program

Project Team

- Business Sponsor: <Name>
- IT Sponsor: <Name>
- PM: <Name>

Resource Management 1-Pager (Option #2)

Develop sustainable resource management practices to help IT estimate, and continually validate, true resource capacity for services and projects

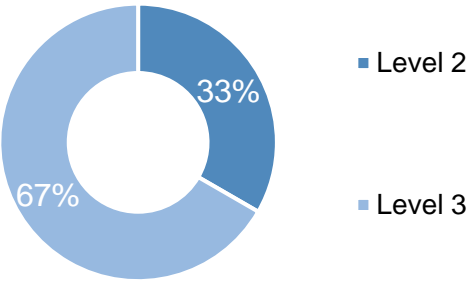
| Projects: | Project Level: | Level of Investment: (Estimated Cost and Time) | What Success Looks Like: |
|--|--|--|---|
| Instill a culture of capacity awareness. | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>3 years</div> | Training across all departments. |
| Evaluate project and service portfolio and assigned resource | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>3+ years</div> | Completed resourcing plan. |
| Conduct supply-demand analysis (Info-Tech DIY tool) | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>4 months</div> | Completed analysis document. |
| Build a sustainable process through Info-Tech Workshop | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>2 years</div> | Completed workshop and final executive presentation of resource management process. |
| Conduct a time audit (Info-Tech DIY tool) | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>18 months</div> | TBD |
| Establish a capacity book of record | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div></div> <div>3 years</div> | TBD |

Sponsors:

- Sponsors name

Populate a 1-pager for each high-level initiative.

Project Size: (by # of projects)



Initiative Category

