Behavioral IT® - IT Soft Skills

for Top Executives & Leaders

"Managers don't need IT Skills, they need Behavioral IT Skills"

By Prem Kamble
http://premkamble.com

About the Seminar

It is important for all managers today to be tech savvy. The key to your success as business managers is how effectively you use technology for improving efficiency, cutting cost and providing innovative services to both internal and external customers. Moreover, few will dispute the fact that the biggest driver of change in businesses today is information technology. Rapid IT-driven change is impacting people. No one likes change. People naturally and strongly resist change. But since change is permanent, it creates stress and impacts people behaviour. You as managers need the skills to manage this IT-Driven change.

Today there is a big divide between managers who know IT and those who do not. At the same time there is little awareness as to what makes a manager IT Savvy. The younger generation is more prone to fall into a trap of believing that they are IT savvy since they are proficient in using laptops, using internet and the technology gadgets. But being extremely proficient with using latest gadgets and

using laptops for PowerPoint presentations and MS Word is certainly not what it takes to be an IT savvy manager. There is a lot more for a manager to know - not only about technology, but also knowing how to pull the right strings to successfully manage technology within his or her department.

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The manager needs to successfully manage the people and their behaviour under IT-Driven Change. It is the manager who has all the right and wrong strings in the hands. You do not need to go far to hear stories of IT failures. It is not the IT department alone which plays a role in the success or failure

of IT. When you as a manager of any function try to automate operations in your department, you will be the key to success or failure. And success of automation can mean your success.

Your success depends not on how well you know technology, but how well you can use the IT folks to get the best IT solutions for you. Your road to success does not end there. having got the best solution, it is YOU who can ensure that the solution gets successfully implemented and optimally used in your department to give you all the fruits of automation. These two skills are the key to success for managers, not the technology skill.

Most seminar on IT stress on technology. This seminar uncovers a new field of study called Behavioral IT®. It does a judicious balance between technology and management of technology. This seminar recognizes that it is not enough for managers to know about IT, it is in fact more important to know the psychology of change brought about by IT – cultural change, behavioural change, procedural change and change in relationships of people. In other words, it is not important to

be "IT Literate", it is more important to be "IT Aware".

Whatever be their functional specialization, this seminar brings to the top managers just what they need to know to become effective managers in their own chosen field. After all, no business or department can run without IT.

This seminar makes you aware of the technological, organizational, behavioural and psychological issues in technology, and thereby helps ensure your own success and your growth in organizations.

Why this Seminar?

While it benefits your company, this training benefits you personally too – both in terms of your success in your company and your personal growth as a professional. Managers with IT awareness are in greater demand in the market. There is already a great digital divide, Managers who are IT Aware and those who are not. Which side would you like to be on?

On your personal front, you will be able to better use technology without the frustrations and pains which most go through. You will be able to interact with the IT folks with more empathy and thereby use technology more effectively to your advantage.

1. You will be ready for the new age as an IT Savvy Manager

2. While others struggle with IT and IT People, you will be able to get the best out of both and succeed through better utilization of IT.
3. You will experience less stress as you would better understand the dynamics of the Changing environment
4. You can help the CEO cope up with the change and win his or her confidence.
5. As Department Heads and CEOs, this skill will help you to be a successful catalyst of change

What will change for you is the following:

- you have been consciously or subconsciously avoiding to address the problem head on. After the seminar you will feel confident to address it head-on.
- there will be a marked change in the way you see the problem, leave alone address this problem
- you will be more clear in your mind and will have no hesitation, or goose bumps in your belly.
- you will not avoid but make positive contribution – just the right one – not too less to let it drift nor too much to interfere and de-motivate the team
- you will be able to direct the project with a purpose.
- you will be learn to select the right team of people who have the right frame of mind to make the project a success.
- You will know what to monitor, what actually causes problems (as against what appears to cause problems) and how to address these problems. In short, you will know what are the right strings to pull.

About Prem Kamble

Prem Kamble is a Computer Professional with MBA from IIM Calcutta and B.Tech. from IIT Bombay. He has passed Advanced Management course called "Energo Cybernetic Strategy" with flying colors from Germany. He has also attended self-development programs like Est, Forum, Advanced Course, SELP (Self Expression & Leadership Program), etc. organized by Landmark Education Foundation, USA which have helped him to develop a broader outlook and a different way of thinking.

He has successfully overseen technology transitions for over 25 years. During his career, he has been a keen student of Change Management, particularly the people and psychological issues of IT Management.

He has worked both as Software Delivery head in SEI Level 5 companies and as Head of Technology in manufacturing companies. As Head of IT in companies like Essar, Sutherland, Pidilite, Modi Rubber, etc. he has been extremely successful in developing and implementing computerized systems in the toughest of situations.

As Software Delivery Head in SEI Level 5 company, he created records of

- Delivering all projects on time

- Highest Repeat Orders
- Highest Resource Utilization

He started his career in IT and in less than five years was heading the IT function for a group of companies. His areas of interest are business and human aspects of Information Technology.

What is Unique about Us

Prem has very closely interacted with people and lived with them during the struggle of technological changes. He therefore knows their fears, discomforts, anxieties and frustrations particularly with respect to IT driven organizational change. Their fears of lack of IT knowledge are genuine, but there is a gap in what managers think they need to know of IT, and what they should actually know. Prem has compiled over the last decades just that what the managers should know about IT to be effective, and presents it in a language simple for them to grasp.

What makes this presentation unique compared to most of the IT seminars is his

'out-of-the-box' thinking and a knack to see what is not so obvious. This skill is amply demonstrated in his various articles and blogs. He has published articles on InfoTech management in the country's leading magazines. He has done a deep analysis of the psychology of change from the industrial revolution to the information revolution, and believes that there is need to change our thinking from machine age to the IT age.

Who Should Participate?

This seminar is exclusively for CEOs of any business who want to make a difference by successfully bringing about rapid and smooth changes to meet the business requirements.

(Images: NASA/courtesy of nasaimages.org)

Success Stories / Real Life Case Studies

- **On Business Orientation in IT**

- Prem Kamble's **real life case study** to get maximum Business Benefit through IT - published in Times of India. http://pukamble.tripod.com/toi

- **On People Orientation in IT**

- Prem Kamble created a record in a SEI Level 5 company by delivering all projects on time and to specs, to the utmost delight of his customers. Read Key Success Factors http://prem.cu.cc/dsq.

- **On Successful IT Implementation Strategy**

- His Implementation Strategy and People orientation which led to the successful implementation was published as a cover article in Computers Today. Read key success factors http://prem.cu.cc/ct1.

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