Objectives

- Understand strategy
- Understand being strategic
- Practice strategy
- Practice being strategic
strategy noun : a careful plan or method for achieving a particular goal usually over a long period of time

From Merriam-Webster

What is strategy?

- Defines the big picture outcomes an organization wants to achieve
- Helps organizations identify what it should do and should NOT do
- What the organization needs to accomplish to maintain advantage over competition
- Sometimes a documented plan, sometimes not

Some documented strategic plans
“You can’t make up in tactics what you lack in strategy.”

- Jack Wolfe
MOR Associates

Is it strategy or just tactics?

- Improving support request turnaround time
- Adding more staff to handle the current work volume
- Adding more staff to meet needs of faculty
- Making progress on large infrastructure project

Get up on the balcony
Out of the fray to see the big picture
What is IT Pro Forum trying to accomplish?

- Provide a platform for IT pros to share information and experiences from innovative or impactful projects
- Catalyze networking between IT pros that leads to problem-solving, collaboration
- Create an atmosphere of learning for IT pros to enhance themselves
- Provide a venue of vendors for IT pros to learn about their products and services

SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
</tr>
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<tbody>
<tr>
<td>Appreciated tradition</td>
<td>Vendor support is high</td>
</tr>
<tr>
<td>Valuable use of time</td>
<td>Attendance from other campuses</td>
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<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Threats</th>
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<tbody>
<tr>
<td>Session quality is variable</td>
<td>Parking can be a challenge</td>
</tr>
<tr>
<td>Sessions are too short</td>
<td>Hallways of iHotel too narrow</td>
</tr>
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Group Exercise: ITPF SWOT

- Complete SWOT analysis for IT Pro Forum
- Objectives of ITPF
  - Provide a platform for IT pros to share information and experiences from innovative or impactful projects
  - Catalyze networking between IT pros that leads to problem-solving, collaboration
  - Create an atmosphere of learning for IT pros to enhance themselves
  - Provide a venue of vendors for IT pros to learn about their products and services
"Being more strategic doesn’t mean making decisions that affect the whole organization or allocating scarce budget dollars. It requires only that you put the smallest decision in the context of the organization’s broader goals."

How do we relate to our goals?

- Broadly to learning, research, engagement, and economic development
- More specifically to University, campus, college, department, unit, and team

Group Exercise: Campus IT Strategic Plan

- Identify four projects or policy changes that IT could undertake to deliver results for a goal
- List two or three measurable outcomes that could be expected from the project
  - Use IT to build a competitive advantage for faculty, students, and graduates
  - Enhance the student learning environment to improve outcomes
  - Develop infrastructure to create and support online and innovative learning
  - Leverage technology to support our public engagement mission
  - Streamline the user experience

How strategic am I?

- Spend a lot of time fixing problems?
- Look at organizational goals and take actions that will lead to success?
Reflection

- Think about what your organization is trying to accomplish
- Write down some things you can do in the next month to move those goals forward

Pair and Share

- Share with your partner
- Partner should not judge, assess, or recommend
- Partner should ask open-ended questions
- How does that connect back to the organization's goals?
- When do you think you can get that done?
- What resources do you need to accomplish that?

The Next Step

Put it into practice!