

PeterSheahan

FLIPPING IT

Unleashing the power of
the future focused CIO

Presented by: Peter Sheahan

CEO of

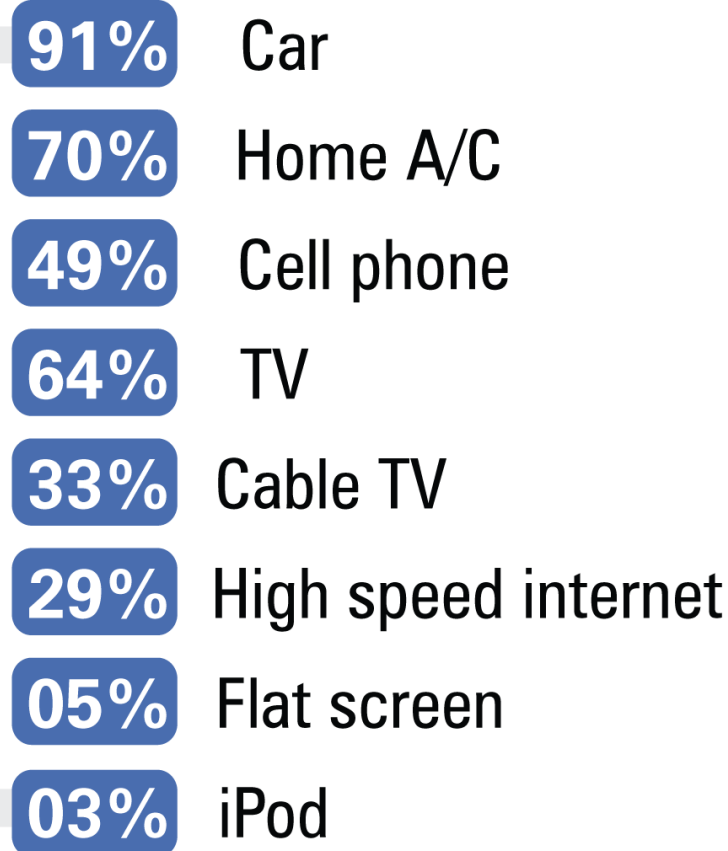
change|labs

Peter Sheahan



Necessities

Dec 06



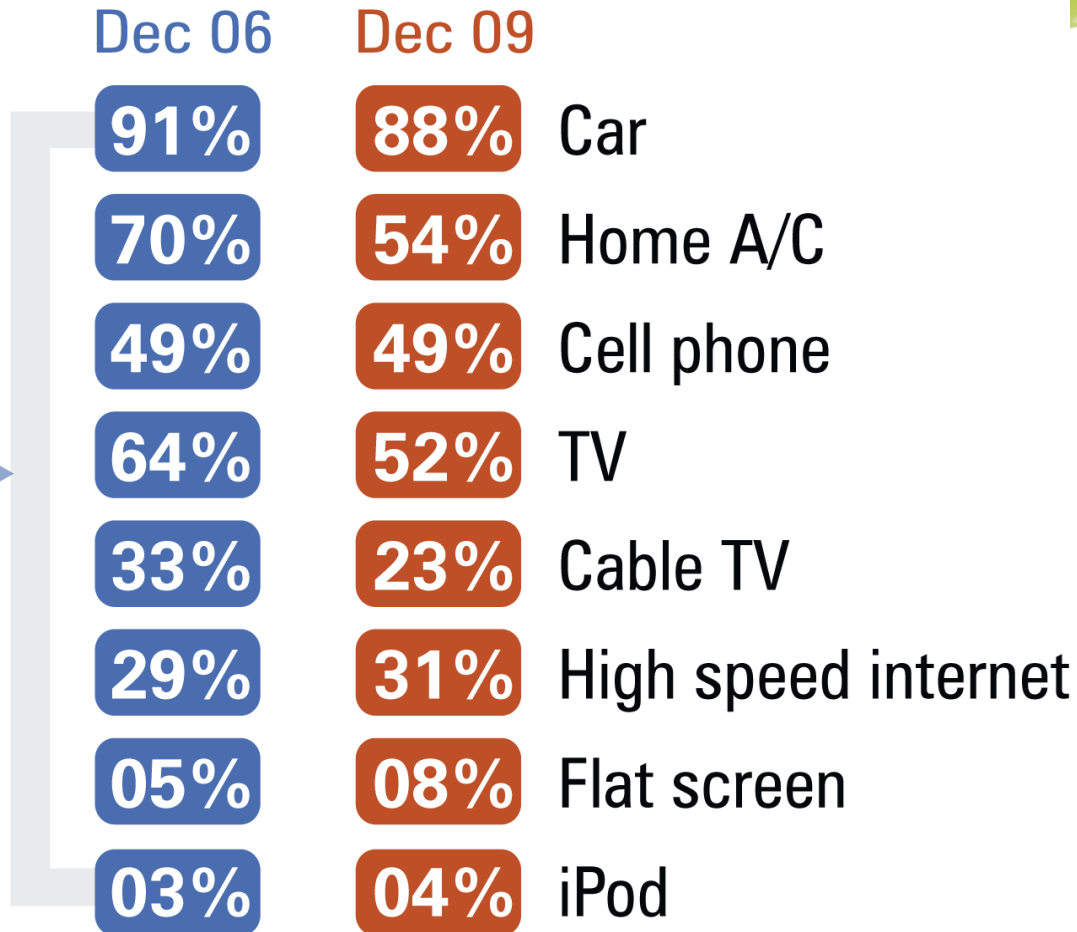
Study by Pew Research Centre

...rising expectations

Peter Sheahan



Necessities



Study by Pew Research Centre

...rising expectations

- 1 – Inspire you as the CIO / CTO
- 2 – Position IT as a business partner
- 3 – Challenge your assumptions about how IT can add value

- 1 – Innovation is rarely sexy
- 2 – IT needs a new story
- 3 – To get control, give it up

1. Driving non-sexy innovation

PeterSheahan



...innovation is rarely sexy

change | labs

PeterSheahan



...better business “intelligence”

change | labs

PeterSheahan

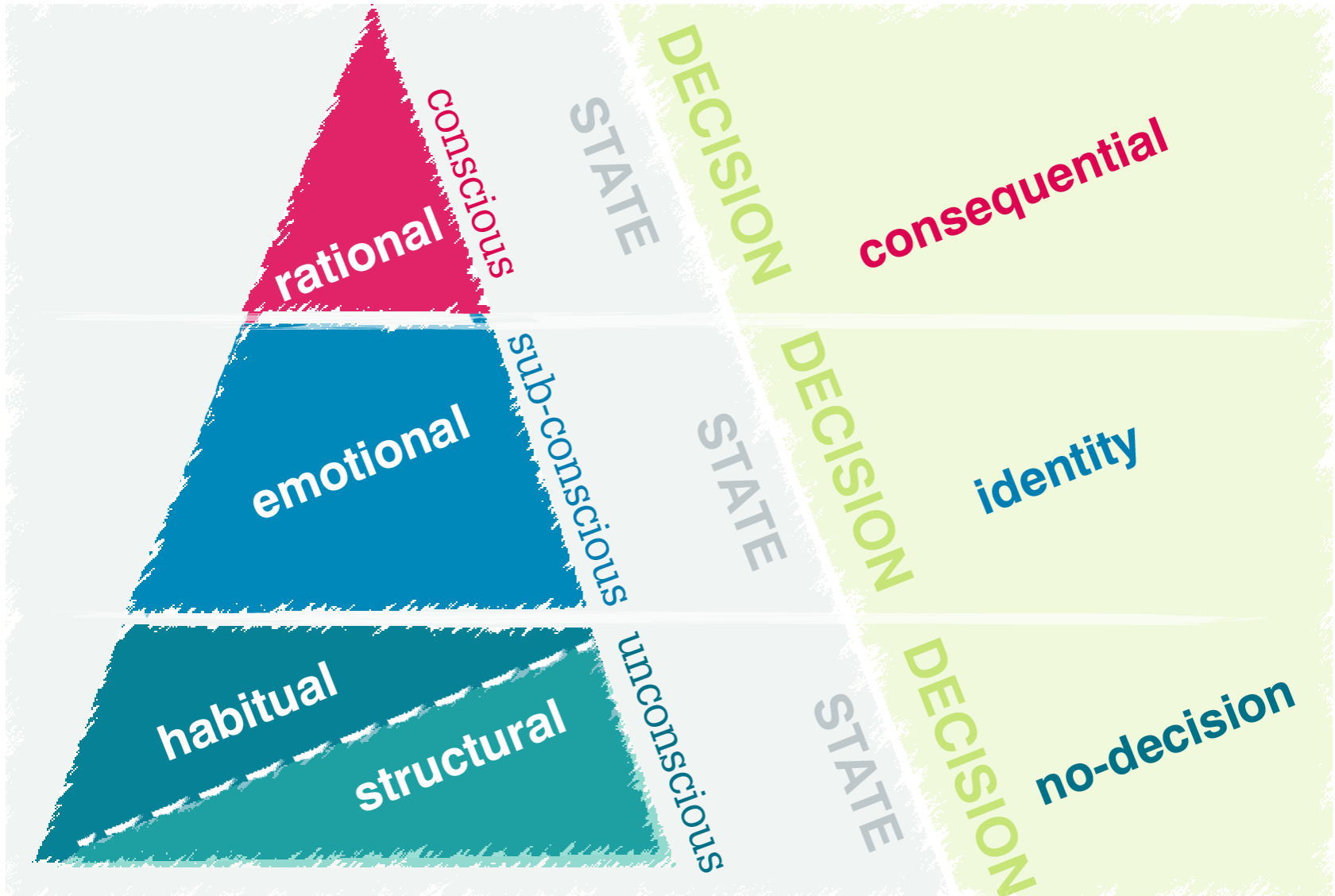


...and is often invisible

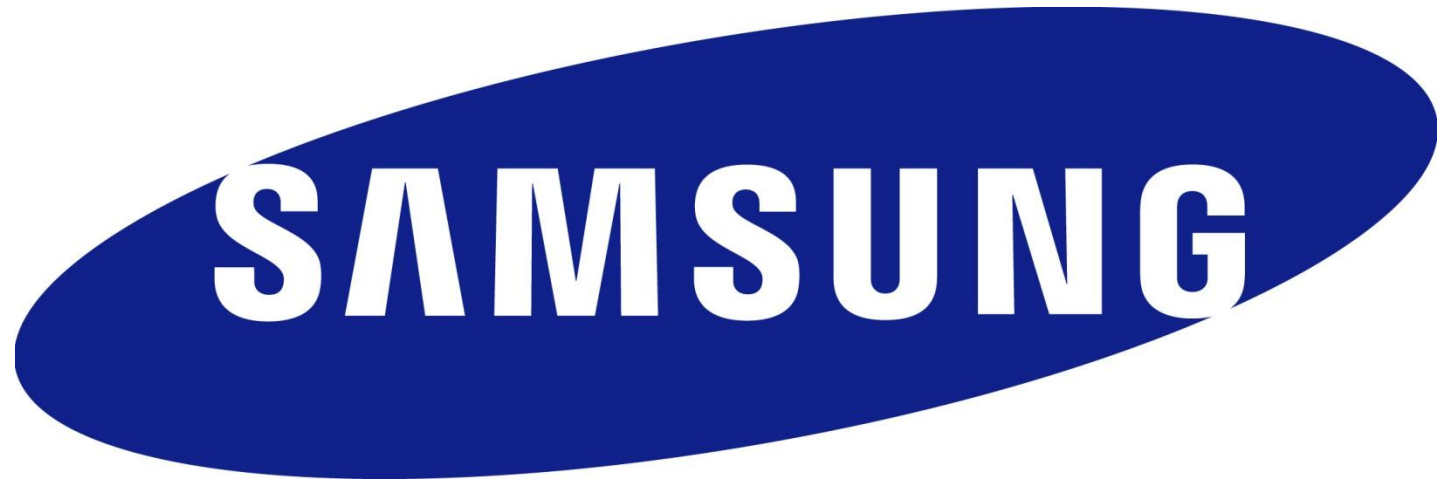
change|labs

2. IT needs a better story





PeterSheahan



...intangibles create competitive advantage

change | labs

PeterSheahan



**SOUTHWEST
AIRLINES**



U N I T E D

...it's still all about the execution!

change | labs

PeterSheahan

bp



ExxonMobil

...who would you work for?

change | labs

PeterSheahan



st.george

...introducing the anti-brand

change | labs

Peter Sheahan

“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns, and have people be afraid of him.

We are a lifestyle company.
Not a vehicle manufacturer.”

Richard Teerlink
Harley Davidson



PeterSheahan



As a true business partner,
how could you...

- **Create new value**
- **Unleash fresh thinking**
- **Attract great talent**
- **Shift culture**

PeterSheahan



PRADA

...IT lead innovation

change | labs

3. To get control, give it up



PeterSheahan



...find opportunity in the cracks

change | labs

PeterSheahan



...collaborate outside your 4 walls

change | labs



PeterSheahan



IBM

...engage all stakeholders

change | labs



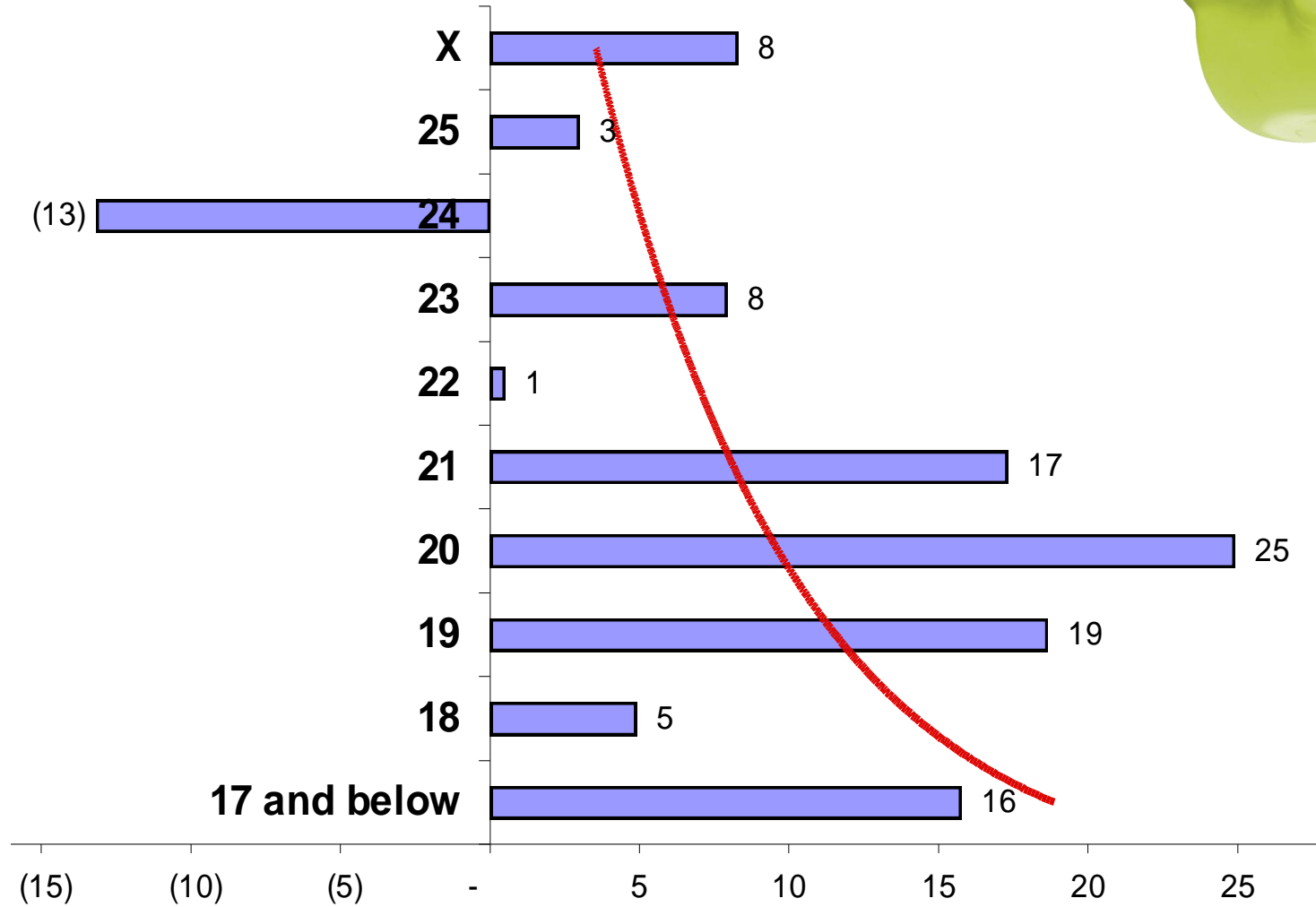
PeterSheahan



...event collaboration

change | labs

Peter Sheahan



PeterSheahan



...leverage your infrastructure

change | labs

PeterSheahan



...one last example for kicks

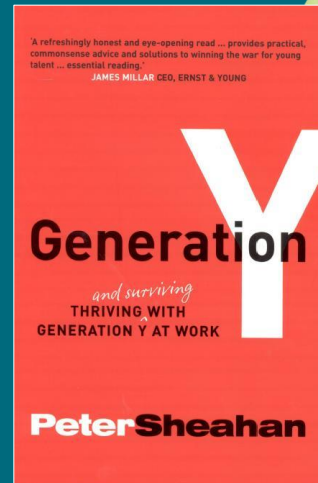
change | labs



PeterSheahan

flipstar@petersheahan.com

Twitter: petergsheahan



change|labs

