



SIM Boston's Technology Leadership Summit Presents:

The IT Leaders Playbook

SIM BOSTON TECHNOLOGY LEADERSHIP SUMMIT

WHY
SIM?

PEOPLE
COMMUNITY

RESOURCES

OUR SPONSOR:

ELASSEN GROUP

FOCUS

COMMUNITY

CONNECTIONS
TALENT



HOW DO YOU
POSITION YOURSELF
for **VALUE**?

BUILD YOUR
IT PLAYBOOK

25 2

VISIONARY LEADER



CELEBRATING
10 YEARS!

WE NEED
NEW PARTNERS

ARE YOU PASSIONATE
about ANY NGOs?



REAL
TIME
DATA

WHAT'S
YOUR
**FIRST
MOVE?**

FOCUS on
PEOPLE

SUE BERGAMO



SIM PRESIDENT

INNOVATION

is our THEME

AI is an
OPPORTUNITY

THIS IS OUR
BIGGEST SUMMIT
800 REGISTRATIONS!

& SHAPE the FUTURE
of IT. ↑

LET'S EMPOWER
& INSPIRE EACH OTHER

**RESILIENT
CODERS**

TRAINING CONNECTIONS
CONFIDENCE

CHANGES LIVES!

OUTREACH



WHERE
TECHNOLOGY
LEADERS
CONNECT

@IDEASTAKESHAPE

THE JERK-FREE WORKPLACE:

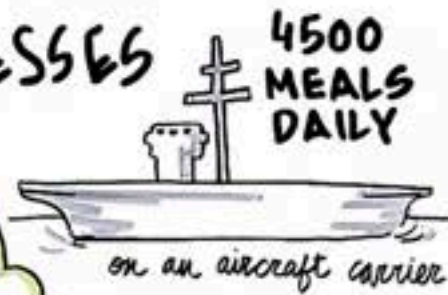
FIVE CULTURE SHIFTS HIGH-PERFORMING TEAMS MAKE

ERIC WILLIAMSON



WHERE'S MY DINNER?

THE ROLE of IT LOGISTICS in TACTICAL WINS & STRATEGIC SUCCESSES



WE RELY ON SYSTEMS & PROCESSES for SUCCESS

WWII

OPERATION BARBAROSSA FAILED D-DAY SUCCEEDED

WHY?

PLANNING STARTED 2 YEARS in ADVANCE

WHAT ARE YOUR CALM WATERS to IMPLEMENT LOGISTIC SOLUTIONS?

IT CATALOG

DOCUMENT:

- ★ SYSTEMS
- ★ ASSETS
- ★ SKILLS
- ★ TOOLS + TECH
- ★ METRICS
- ★ STRATEGY SHAPES

THERE is NO STANDARD

- START w/ PROCESSES
- ASSIGN to ARCHITECTURE REVIEW BOARD
- COMMUNICATE VALUE to YOUR TEAM

ARTICULATE WHAT'S NEEDED for SUSTAINABLE SUCCESS

DRIVE CREATIVE SOLUTIONS from YOUR STRENGTHS

JUSTIFY EXPENSES with a LONG TERM VIEW

LOGISTICS ENABLE

TACTICS CREATE HUMAN CAPACITY

VALUE



WHERE TECHNOLOGY LEADERS CONNECT

CYBERSECURITY STARTS AT HOME. STAYING SAFE in a CONNECTED WORLD

PRIVACY & SECURITY are at ODDS

YOU WANT to SECURE YOUR DIGITAL LIFE



WHAT YOU CAN DO?

DONT FALL for INFLUENCERS

MORE ANALOG EXPERIENCES are BEING DIGITIZED

SKYNET & the MATRIX EXIST!

YOUR DATA is BEING GATHERED



ACCESS MY FREE CONTENT

EASY GAME PLAN

1 YOUR DIGITAL ID → PORT YOUR SIM

VOICEOVER ID MULTI VOIP

2 PROTECT YOUR DEVICE

MAINTAIN PHYSICAL CONTROL

MINIMIZE THINGS ENTERING by AIR



3 PROTECT YOUR ACCOUNTS

MULTIPLE EMAILS CATCH-ALL

NON-SIM MFA

NONSEQUITUR SECURITY Qs

VERIFY w/ GOV'T ID

4 HARDEN YOUR HOME HARDWARE

MULTIPLE VPN ROUTERS

LTE FAILOVER

SEPARATE IOTS

5 PROTECT YOUR PERSONAL & HOUSEHOLD DATA.

OPT OUT & REPLACE

PRIVATE MAILBOX

SEE my YOUTUBE



YESTERDAY'S NATION STATE is TODAY'S INTERNET TROLL

ANYONE CAN BUY YOUR DATA

6 BONUS: DEEPPAKES

HAVE an ANALOG CODEWORD



@IDEASTAKESHAPE

THE TRUTH about A.I.: WHAT'S WORKING, WHAT'S NOT

ELIASSEN GROUP

WE HELP WITH
TALENT

SERVICES
PROVIDER

WE DO
PROJECTS
WORK

OUR **FLIGHT PLAN**

3 PROJECTS

FOOD COMPANY

CHALLENGE
SMALL IT TEAM

FIRST STAGE
FOCUS ON
INTERNAL
EFFICIENCY

NEEDED a
QUICK WIN

WE DESIGNED a SMALL PROJECT
THAT IMPROVED COMPLIANCE EFFICIENCY 40%.

SECOND STAGE

TELECOM ORG

CHALLENGE

BEHIND COMPETITORS
ON A.I.

COMPLIANCE
JURISDICTIONS
RISK
AUDITS
ADOPTION

WHAT WORKED

SALES CHAMPIONED THE PROJECT

WHAT DIDN'T

BLACK BOX
APPROACH

TRYING NOT TO REPLACE
HUMAN JUDGEMENT

UNDERESTIMATED THEIR
DATA ISSUES

A.I.'s TRUST CHALLENGE

NON
DETERMINISTIC

HOW DO WE
CHECK ITS WORK?

DON'T
REPLACE
HUMANS

AVIATION

an AUTOMATION
CASE STUDY

1912 FIRST AUTOPILOT

1950s INFORMATION & DATA

1970s FIRST AUTO LANDING

SAFETY
HAS
INCREASED

AUTOPILOT
REDUCES
WORKLOAD

HUMAN

PILOT MAKES
DECISIONS

in the **LOOP!**

**MONITOR
A.I.'s WORK!**

IT'S
COMPLEX

ADVANCED

**LARGE
CODEBASE**

CHALLENGES

COMPLEX
ENGINEERING

RESENTMENT
at LAYOFFS

WHAT DIDN'T

ENGINEER
RESISTANCE

RELYING ON
OUTPUT W/O
VALIDATION

CLIENT
CONCERNS
about
A.I.

WHAT WORKED

50% FASTER
RELEASE NOTE
CREATION

↑ CLIENT SATISFACTION
OUTPUT CONSISTENCY

THESE DIMENSIONS
WILL LEAD YOU TO
SUCCESS



TECHNOLOGY
MODELS

CLEAN
DATA

HUMANS



GOVERNANCE
CONTROL RISK



SIM

BOSTON

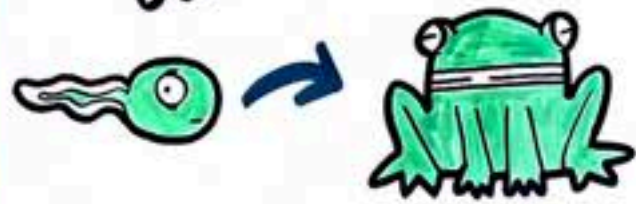
WHERE
TECHNOLOGY
LEADERS
CONNECT



@IDEASTAKE SHAPE

80% of DIGITAL TRANSFORMATIONS FAIL
THE CIO'S HUMAN-CENTERED PLAYBOOK to BUILD CHANGE

TRANSFORMATIONS THAT LASTS
80% FAIL!



HUMANS are the CAUSE
WE NEED a MODEL for SUCCESS



CULTURE DRIVES STRATEGY
KNOW STRENGTHS & WEAKNESSES
RELATIONSHIPS

ACCEPTANCE: TELL or ASK?

FOCUS on WHAT MATTERS

TRAJECTORY



TRC² TRUST RESPECT COMMITMENT & COMMUNICATION

MEASURE IMPROVE

STOP 20% OF WHAT YOU ARE DOING



ALIGN DECISIONS to PRIORITIES

TOP to BOTTOM of the ORG

CHOOSE 1
O OPERATIONAL EXCELLENCE
O CUSTOMER CENTRIC
O MARKET LEADERSHIP
O DISRUPTIVE INNOVATION



DOES YOUR CULTURE ALIGN w/ YOUR STRATEGY?

MANAGE CHANGE



ALIGN DECISIONS to PRIORITIES



WHERE TECHNOLOGY LEADERS CONNECT

ELEVATE YOUR CAREER & COMMUNITY
with SIM BOSTON

MISSION: PROVIDE PROGRAMS & SERVICES for BOSTON AREA IT. SECTOR LEADERS

400+ MEMBERS

NETWORK RESOURCES

JOIN NOW!



CROSS-INDUSTRY POLLINATION

SHARE IDEAS

GIVE

GREAT OUTREACH PARTNERS

OPPORTUNITY to

CONNECT

LEAD GIVE

LOCAL INDUSTRY

TECH LEADERS SUMMIT

GOLF OUTING

EVENTS

MEMBERS ONLY

SPECIAL INTEREST GROUPS

NATIONAL PROGRAMMING

REAL-LIFE INDUSTRY IMPACT

ORIENTATION
COMMUNICATE OUR OFFERINGS
GET to KNOW YOU
CONNECT YOU to OTHERS



WE SHARE RESEARCH

a PROFESSIONAL FAMILY
LEARNING from & INTERACTING w/ IT EXPERTS

I CHOSE to DIVE into a COMMUNITY



DON'T BE AFRAID to GET INVOLVED

LEAD

at ANY CAREER STAGE

UP YOUR SKILLS
NEXT-LEVEL



HUMAN CENTERED

YOU JOIN for the CONTENT. & STAY for the COMMUNITY



WHAT'S YOUR WHY?

CONNECT WITH US & ENGAGE!

@IDEASTAKE SHAPE

GAMEPLAN for GREATNESS

A GUIDED CONVERSATION with
BOB SOCCI & **STEFON DIGGS**

BOB SOCCI

TAKE YOUR TIME

With A.I. ...

DON'T REPLACE
the CREATIVES

I TRY to EARN
RESPECT

NOT ASSERT DOMINANCE

I HAD
A LOT to PROVE
& IT'S A GOOD PLACE to BE

ATTENTION
to **DETAIL**
HONES MY CRAFT

**DIGGS
DEEP
FOUNDATION**

SPEAKS to WHAT
IMPACTED ME
as a KID

EXPANDING
for CHRISTMAS

**STEFON'S
JOURNEY**



HAD to ASSESS
MY LIFE

SURGERY & RECOVERY
WERE ROUGH

I CHOOSE to BE
BETTER THAN
BEFORE

& TOOK it DAY by DAY

IT WAS ROCKY
BUT MY COACHES
INSPIRED ME

I WAS IN the
RIGHT GROUP!



I'VE MADE
SACRIFICES

YOU DON'T GET
WHAT YOU PUT IN

BUT I HAVE to
PUT in the WORK
IT'S

**PROCESS,
NOT OUTCOME**

**LEADERSHIP
STYLE**

EACH PLAYER NEEDS
THEIR OWN APPROACH

I'M JUST TRYING
to **WIN!**



**TEAM
CULTURE**

MINDSET

BREED
CONFIDENCE

YOUR **NEXT PLAY**
is YOUR **BEST PLAY**

BALANCES
WHAT & HOW

HAS EXPERIENCE
as a PLAYER

**MY
COACH**

HAS the
'IT' FACTOR

vs HONEST: I RESPECT
the TRUTH

QB & TEAM

I MESH w/
MY TEAM

WE are PART of an
INTRICATE WHOLE

WE NEED to
MOVE in
UNISON

YOU DON'T
GIVE UP ON
FAMILY



**Stay
Connected.**