

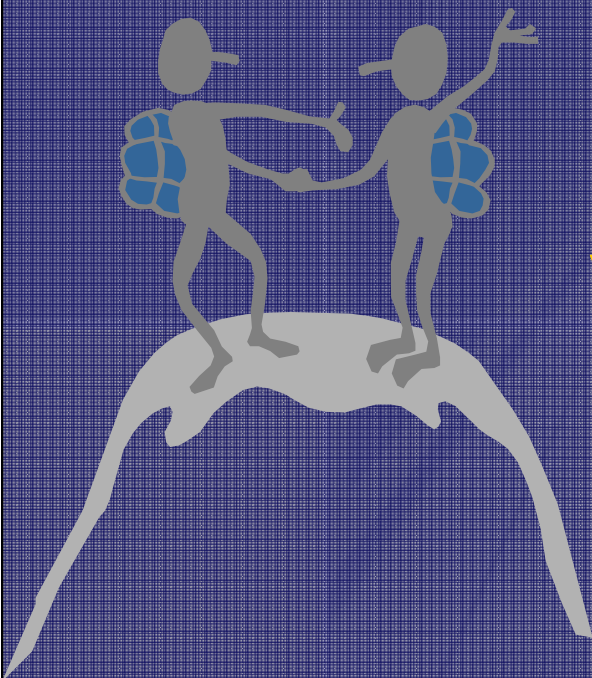
PRESENTATION:

The Value-Added Technologist

Matthew Moran

The I.T. Career Builder's toolkit:
*The Complete Guide To Building
Your Technology Career In Any Economy*

www.cbtoolkit.com



Introduction

- Information Technology is a GREAT career choice!
- Career Building
- Concepts for Accelerated Advancement
 - The value-added technologist



I.T. is a GREAT career!

- Unprecedented growth - still.
 - US department of labor statistic places information technology as THE fastest growing job segment over the next 10 years.
 - Technology professionals still fare better than like trained professions (time spent).
- Performance-based advancement.
 - What have you done for me lately.
- Less prone to tenure/time seniority grids for advancement.



I.T. is a GREAT career!



- But what happened?
 - 1,000's of poorly conceived business models run by fledgling technologists made manager/owners, built by entry-level developers, in a newly developed/pre-adolescent/marginally accepted economy...
 - What were we thinking?
 - An industry forced to mature quickly due to well-publicized failure must hit the breaks and take a look at where it's going.

I.T. is a GREAT career!



- This is a great thing!!
 - *For the producer: If you can develop the full set of talents needed to solve your client's problems, you will separate yourself from what I call a widget-producer technologists.*

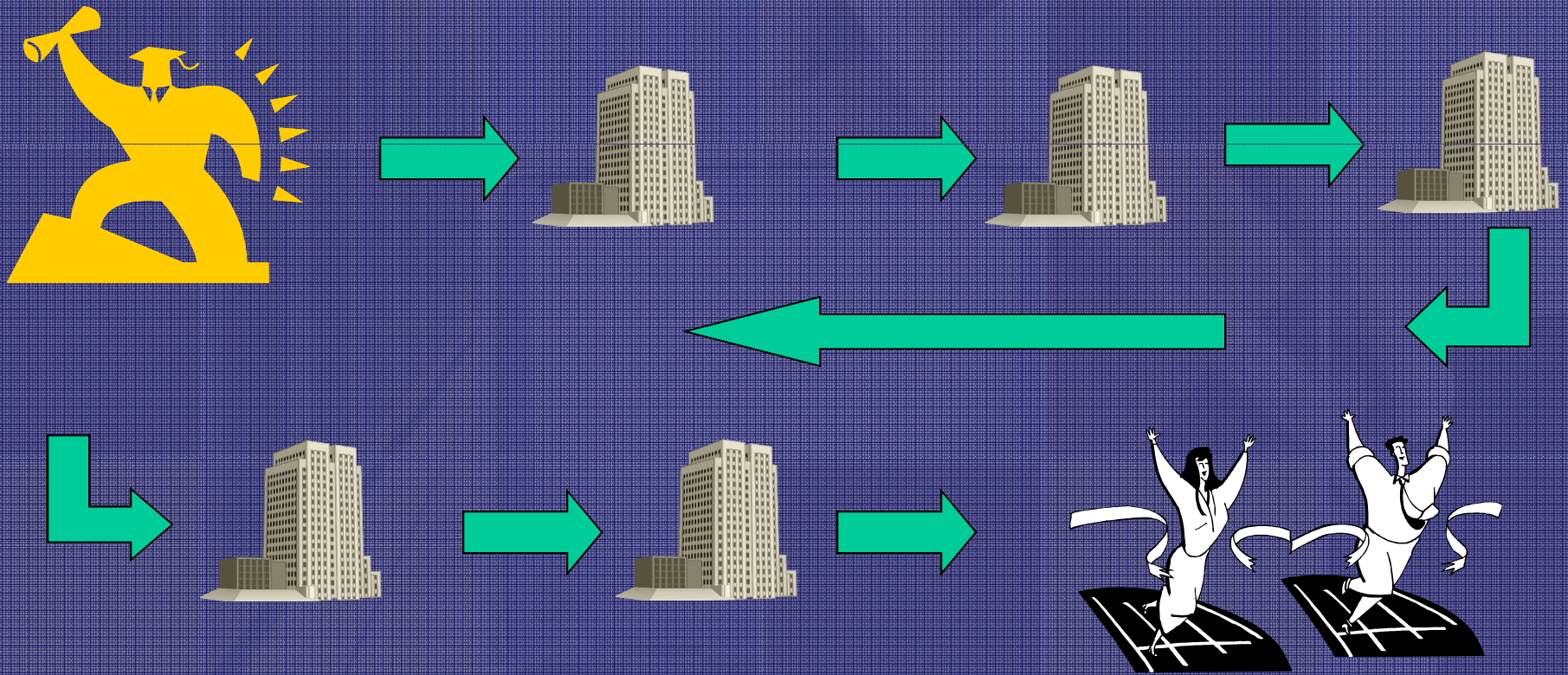
Career Building: The Concept

- Career Building is exactly that, building.
- Getting a job or a string of jobs is not synonymous with building a career.
- A builder must have a plan
- A builder must have the right tools



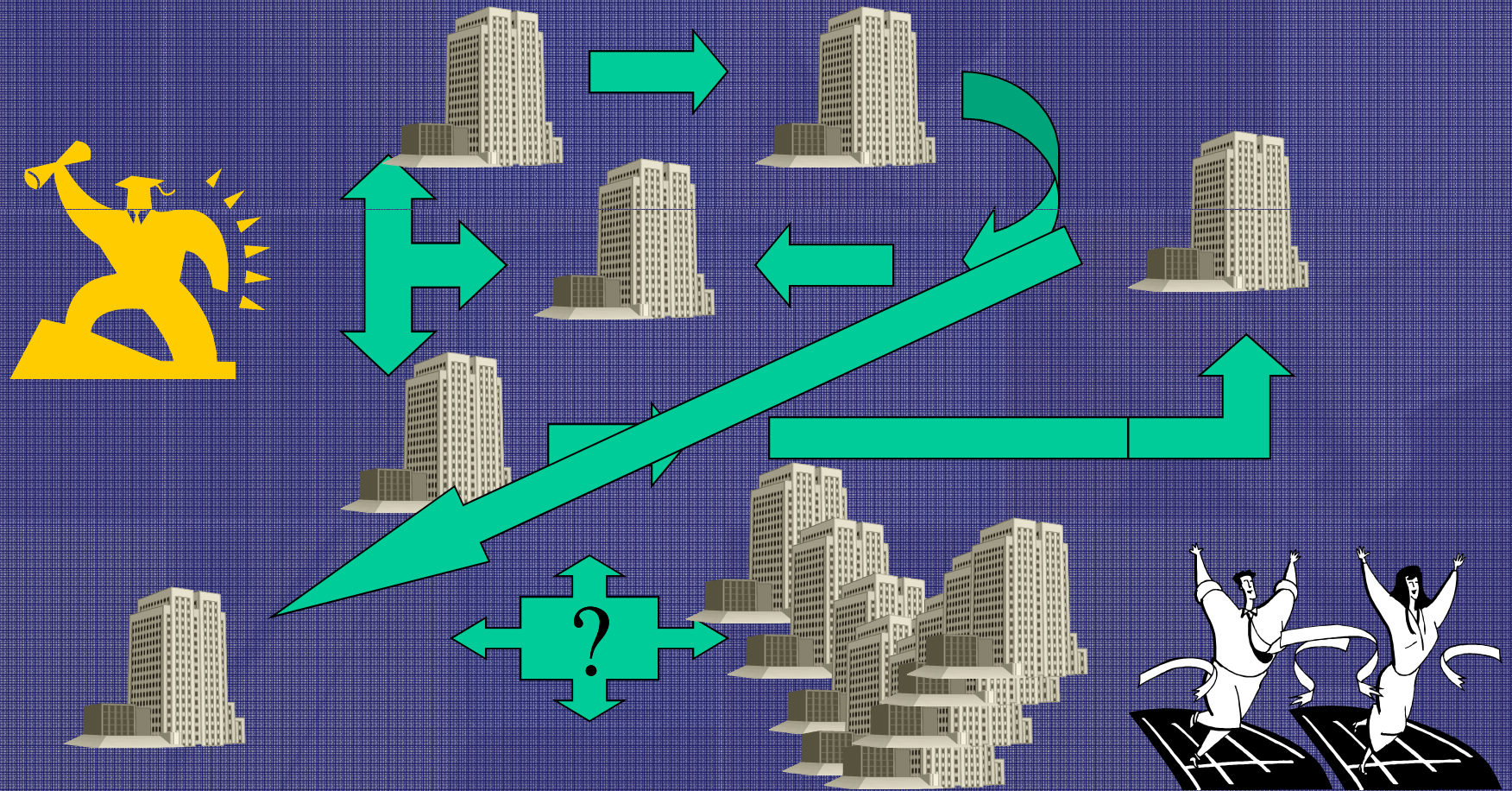
Career Building: The Concept

- A theoretical career path...



Career Building: The Concept

- A more realistic picture...

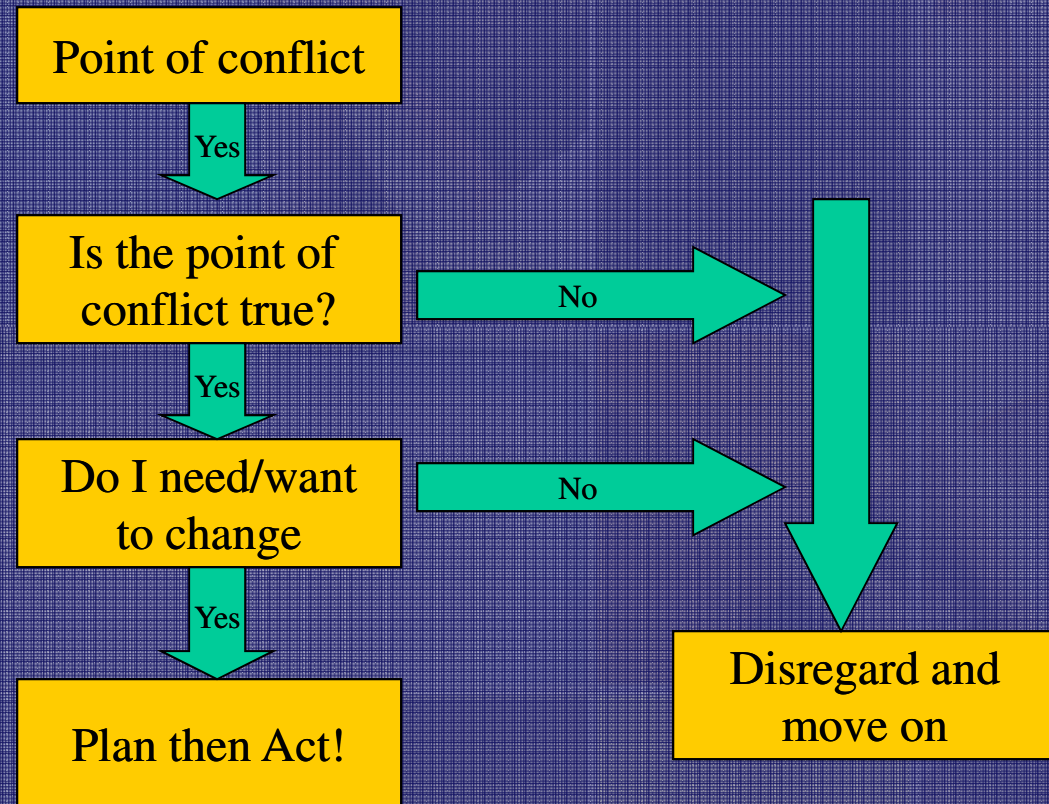


Career Building: The Tools

- A summary of what you will need..
 - Attitude:
 - I have value – somewhere
 - No job makes a career, no job breaks a career
 - Bridges will be needed, don't burn any
 - True Pride
 - Trade I have too much pride to put up with that for I have so much pride that someone's bad attitude or demeanor means little
 - Use the conflict resolution tree

Career Building: The Tools

- The Conflict Resolution Tree



Career Building: The Tools

- What you'll need (continued)
 - Correspondence
 - Ongoing and continuous
 - Insistent yet non-intrusive
 - A network of contacts
 - Outlook, Access, etc.
 - When should you follow up.
 - Trade opportunity – give to get, not the other way around. Be the initiator!

Career Building: Put your tools to use

- Network
- Trade pay for opportunity
- A plan of action makes the tedious bearable and creates more objectivity

Conclusion

- There are opportunities, even in a recession.
- Careers always exist because they are long term.

Accelerated Advancement

- The Value-added technologist
 - Why Technologists Must Learn To Speak Business
 - Concept Over Process
 - The Role Of Technology
 - Automation! – Impact and Approach

Why Technologists Must Learn To Speak Business!

- My Validated Warning!
 - The solution sloppy late '90's has bred a general distrust of technologists
 - Think of blacking the CEO's eye
 - Technologists are largely to blame
 - Look at management consulting in the 70's and early 80's
 - Best of the best (Ivy League)
 - An almost mystical persona or business messiah..

Why Technologists Must Learn To Speak Business!

- and then.....
 - Early 90's and Y2K
 - Demand far outstrips supply
 - "Big 8" + other firms need bodies
 - "Puppies" became the core of project teams
 - "Dangerous Company"

Why Technologists Must Learn To Speak Business!

- An Actual Project Team



Project Manager – (5-7 years)
 $300/\text{hr.} \times 1 = \$2,400/\text{day}$



Project Leads (1-4 years)
 $225/\text{hr.} \times 2 = \$3,600/\text{day}$



Puppies (6wks – 2 years)
 $150/\text{hr.} \times 4 = \$4,800/\text{day}$

Project Totals:

$\$10,800/\text{day}$ | $\$226,800/\text{month}$ | $\$2,721,600/\text{year}$

Why Technologists Must Learn To Speak Business!

- KPMG/ComputerWorld Study
 - CEO's asked about how they felt their I.T. dollars were spent
 - Many (over 50%) stated a distrust of their I.T. departments and professionals;
 - Most (over 80%) felt I.T. did not desire or attempt to understand their business;
 - Almost all stated I.T. spoke about business solutions in purely technical terms;

Concept Over Process!

- A Project Development/Project Guidance Methodology
 - Places emphasis on Concept, definitions, business model and relationships as much more critical than the actual technology used.
 - But... It is not either or, it is both/and. Technology should be excellent.

Concept Over Process!

- “The Goal” - Eliyahu Goldratt
- Lofty ideals, mission statements, and quality of life are all means in which to allow a company to achieve its goal.
- Our individual goals should be the same.
- Goal = viability/profitability
 - Not greedy: You can't even provide non-profit service at a loss

Concept Over Process!

- Once the goal is determined:
 - Understand the industry;
 - Understand the business;
 - Understand the workflow;
 - Understand the relationships: (intra/inter company/vendors/customers/etc)

Concept Over Process!

- Understanding is best achieved by:
 - Follow the flow of money;
 - Follow the flow of data;
 - Follow the flow of production;
 - Find the in congruencies

Concept Over Process!

- Remove “Myth of Limitation”
 - Caused when management defines the technological solution.
 - In most cases, management does not have a larger technical picture, you do.
 - Management should help you understand the business and then you provide the technological solution
 - Requires your understanding and ability to speak in language terminology

Concept Over Process!

- Process/Workflow Analysis
 - What currently works?
 - What currently does not work?
 - What is currently excluded or not addressed at all?

The Role Of Technology

- I see only two: I'm a minimalist/reductionist
 - Storage and Retrieval of information – analysis/decision support
 - Automation of the delivery of product or service

The Role Of Technology:Automation

- Impact and Approach
 - Look past the obvious;
 - Where are products and services of a company developed?
 - End-users producer a product or service at their desk, every day.

Automation Seldom Happens – Why?

- Automation is typically focused at the final product or service provided by a company.
- Micro automation is often over-looked or viewed as too costly to implement.
- One reason is that much of I.T.'s function still done manually.

Automate I.T. First!

- I.T. must first automate I.T.
 - Creates time to work with users to understand their product or service;
 - Profiles, desktop settings, software deployment, code generators, printers, etc.

Conclusion

- To become a value-added technologists you must understand the role of technology, understand and speak in business terms, and provide solutions focused on that understanding.
- Technology is just a tool!

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MATTHEW MORAN

BUILDING YOUR **I.T. CAREER**

A COMPLETE TOOLKIT
FOR A DYNAMIC CAREER
IN ANY ECONOMY



If you have a question about
this ideas covered in this
presentations, feel free to
contact me at:

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Or leave your comments or
questions on the website or in
the forums.

Thanks,