



February 21, 2012, Event

Using Three Strategic Thinking Disciplines to Achieve Business Goals

Please join us at the next Business and Enterprise Architecture Community of Practice meeting on February 21, 2012.

Steve Paulsen, Systems Architect and Vice President at Wells Fargo Insurance, will be our featured speaker. Steve will present on "Using Three Strategic Thinking Disciplines to achieve Business Goals", followed by Q&A discussion.

As Architects and IT Leaders, we have more technology options for our businesses than ever before. How do we know what choices to make, how to leverage resources and how to get Business and IT working together? We can do this by applying real strategic thinking disciplines to achieve business goals. The term strategy has become a mishmash combination word that can mean goals or plans or even positive thinking. At this presentation, we will begin the journey of taking strategy back to being a useful tool.

During the presentation, we will cover the three disciplines necessary to have a successful strategy. We will drill into each of the disciplines with relevant examples. We will also talk about how cloud technology and the new consumer technologies make the need for strategic thinking from leaders even more urgent. The presentation's goal is to help you with tools that can enhance your existing strategic capabilities and communicate with your business partners about what your technology resources can and cannot do for them.

Steve Paulsen has been working in information technology for more than 25 years. Having lived through a number of companies and technology booms and busts, he has always been interested in why some companies succeed with technological change and others fail. Steve also enjoys teaching, having been an adjunct instructor at both Portland State University and the University of St. Thomas. Currently, Steve is a part time instructor at Benchmark Learning, helping teach within the IT Leadership: Principles and Practices course.

Refreshments will be provided. *As always, please invite your business peers to attend with you!*

WHEN: Tuesday, February 21, 2012, 4:00 p.m. to 6:30 p.m.

LOCATION: The Metropolitan Ballroom and Clubroom
5418 Wayzata Boulevard (394 & Xenia Park Place Exit)
Golden Valley, MN 55416
(Free parking)

AGENDA: 4:00 p.m. - 4:30 p.m. Registration and Networking
4:30 p.m. - 6:00 p.m. Presentation –
"Using Three Strategic Thinking Disciplines to Achieve Business Goals"
6:00 p.m. - 6:30 p.m. Feedback and Wrap-up

RSVP: Please respond to Cathie Lien by February 14th, 2012. Call Cathie at 763-585-5842 or email her at cathielien@dbiconsulting.com

This event is sponsored by DBI Consulting.