



Information Technology IT Management Excellence Course

22 – 26 March 2027
Casablanca (Morocco)



Information Technology IT Management Excellence Course

Ref: 9202_310771 **Date:** 22 – 26 March 2027 **Location:** Casablanca (Morocco) **Fees:** 4900 Euro

Introduction:

Managing an IT function differs significantly from developing or supporting technical IT solutions. While general management skills are helpful to the IT manager, the results of this information technology IT management course demonstrate that a management course designed specifically for the IT professional is invaluable.

This information technology IT management course comprehensively covers principles and best practices. It aims to equip IT professionals with the requisite skills and knowledge to manage various IT operations and strategy aspects.

Five modules cover IT strategy, project excellence, communication technology, operational and crisis management, and commercial acumen. These are the 5 management skills that have been identified as consistently enabling business results and career success for all IT managers.

Targeted Groups:

- IT Managers.
- IT Team Leaders.
- Project Managers.
- Systems Architects.
- Head of IT Department.

Course Objectives:

At the end of this information technology IT management course, the participants will be able to:

- Develop an effective IT strategy.
- Increase project delivery rates and manage a portfolio of projects.
- Improve operational efficiency using different operational models.
- Lead effectively in a technical crisis.
- Create effective sourcing plans.
- Set clear IT contract objectives.
- Negotiate technical agreements effectively.

Targeted Competencies:

At the end of this information technology IT management course, the participant's competencies will:

- Business and IT strategy.
- Project, program, and portfolio management.
- Advanced communication and presentation skills.
- Information technology IT management operational excellence.
- Planning and managing a crisis event.

Course Content:

Unit 1: Business Strategy:

- What is strategy?
- Solving the problems of business strategy.
- Leading approaches to creating a top-level strategy.
- Setting corporate direction.

Unit 2: IT Strategy:

- A proven process for IT strategy.
- Aligning IT strategy to business priorities.
- Balanced scorecard IT objectives.
- Enterprise architecture in IT strategy.
- Looking for a better way to optimize IT strategy.
- Strategic plans plot on a page.
- Communicating strategy.

Unit 3: Project Excellence:

- Advanced project, program, and portfolio management.
- Validating project business cases using investment appraisals and sensitivity analysis.
- IT project management wisdom lessons learned from successful and failed projects.
- Effective project governance and reporting.
- Project portfolio management guidelines.
- The first 90 days.
- Making an impact in the first 90 days.
- Strategic importance and tactical urgency.
- Business changes leadership.
- The emotional cycle of business changes.
- Guidelines for successful change projects.
- Information technology IT has a unique role in Business Change Management.

Unit 4: Communicating Technology:

- Communication skills.
- The art of communicating technology.
- Presenting IT to non-technical audiences.
- Creating a compelling technology message for IT's elevator pitch.
- Handling difficult IT situations forum theater and role play.

Unit 5: Business Relationship Management:

- Business relationship scenarios.
- The POSTMAN technique for identifying priority business requirements.
- The advanced use of questioning strategies - opening and closing dialogue.
- Methods of influencing outcomes.

Unit 6: Operational and Crisis Management:

- Continual Service Improvement CSI models.
- Overview of different frameworks, including ITIL, Six Sigma, and Lean IT.
- Techniques of root cause analysis.
- CSI examples and guidelines.
- Crisis leadership.
- Preparing for major technology incidents.
- Managing major incidents.
- Leading in a crisis is the art of communication.

Unit 7: Commercial Acumen:

- Vendors.
- Making good decisions.
- Avoiding supplier pitfalls.
- Choosing good technology partners.
- Creating a culture of partnership.
- Harnessing vendor innovation.

Unit 8: Essentials of IT Contracts:

- Contract guidelines for successful IT.
- Getting what you want from your legal team.
- Designing contract flexibility.
- Managing IT contract portfolios.

Unit 9: IT Negotiation Strategy:

- Creating a negotiation strategy.
- Rational supporting arguments.
- Agreeing on final positions and BATNA.
- Negotiating as a team.
- Delivering better negotiated outcomes.

Conclusion:

Gaining an information technology IT management certification can provide a significant advantage for those looking to validate their skills formally. Through certified IT manager training, you can obtain credentials that showcase your ability to lead and innovate within the IT field.

This IT management certification training aims to prepare professionals with the tools necessary to address real-world challenges. These include strategic alignment of IT and business goals, project execution excellence, and the subtleties of technological communication.

Participants in this information technology management Training program typically leave with a more robust understanding of how to serve as an effective information technology manager, lead IT strategies, manage complex projects, and drive IT management excellence within their organizations.