Overview
IT Business Manager Certification (ITBMC)
MDE Enterprise, Inc. and Belmont University co-sponsored the first IT business manager certification in the industry that focuses on the “business of managing technology” versus managing technology, a big difference.

Managers who attend the IT Manager Institute and pass a 5-part exam attain IT Business Manager Certification (ITBMC) status. The objective of the ITBMC certification is to develop the skills of IT managers around the world and to create a standard foundation for them to build upon to achieve more success.

IT managers have one of the most difficult management roles in a company and are generally unprepared to move from their technology roles to management. The IT Manager Institute was designed to help any IT manager or CIO make this transition by focusing on key success factors for IT success.

ITBMC certification is gaining worldwide recognition as a standard that will improve the results of companies in any industry as IT managers learn to deliver tangible business value.

Who will Attend?
- CFOs
- CEO’s, CTO’s and IT Managers
- eGovernment and eService Leaders
- Project Managers
- Analysts
- Consultants
- IT Security and Network Professionals
- ICT Solution Providers
- Telecom and Internet Service Providers
- C-level Executives, Directors, Department Heads
- IT Professionals

This program is designed for anyone who has responsibility for managing an IT support organization or who is being positioned to manage such an organization.

Workshop Agenda
08:00 AM - 08:30 AM Registration & Welcome Coffee
08:30 AM - 04:00 PM

Session 1 - IT Manager Foundation
Learn about the Triple Threat to IT Success™, key traits of a successful IT manager, and about the personality dynamics of IT employees that both help and hinder their efforts. This foundation material will help you understand “why” things happen as you learn best practices in how to manage technology resources effectively.

Session 2 - IT Assessment
The key to success is identifying what to work on and what your organization can do. Follow a proven formula to conduct an IT assessment for any level of IT responsibility you might have. A case study makes it very real.

Session 3 - IT Strategy
Don’t wait to be asked... develop your IT strategy now and gain senior management’s respect. This step is key in aligning your IT organization with your company’s business needs and objectives.

Session 4 - IT Project Management
Delivering projects successfully is the path to credibility. Use simple techniques and tools to do so and you will separate your organization from others.

Session 5 - IT Organization
Build an appropriate team to support the business and start by conducting a skills inventory that defines what you need and what you have. Focus on the gaps to get there quicker and reliably.

Session 6 - IT Staff Motivation & Development
Learn to motivate your staff like never before and with little or no money. A motivated staff can do powerful things and will walk through fire for their manager.

Session 7 - IT Processes
Key processes are needed to help your team provide IT support. Incorporate a few simple processes to help them execute successfully.

Session 8 - IT Policies and Procedures
You may hate policies and procedures, but they can save you lots of grief and reduce risk. Learn to develop and implement simple policies that work for your company.

Session 9 - IT Budgeting
Budgeting will be quick and easy when you have a process and simple tools to help you do the job plus insight into how to develop a budget you can achieve.

Session 10 - IT Asset Management
Get organized and track your technology assets. These straightforward processes will help you focus this part of your business in an effective way.

Session 11 - Technology Cost Saving Strategies
More than pay for the program when you identify cost savings opportunities in your company includes tools to help you implement a cost saving strategy by quantifying opportunities and tracking results.

Session 12 - IT Measurements
Learn to track and report meaningful data. Practical tools can help you show IT value like never before and in such a simple way. You will wonder why you haven’t been doing this already.

Session 13 - IT Communication
Communicating effectively is more about knowing what to communicate and how to present it than anything else. Use our simple techniques to boost your communication skills.

Speakers Profile
Mike L is a career IT manager and CIO of more than 20 years and President/CEO of MDE Enterprises, Inc. MDE is an IT manager training company with a simple mission of, “helping IT managers of the world achieve more success”.

He is a Senior Consultant for Cutter Consortium and has published 15 books and over 500 articles on how to succeed in IT management. Thousands of IT managers around the world use Mike’s practical IT manager resources.

Noteworthy accomplishments include:
- Led the IT due diligence and assimilation efforts in 45 company acquisitions.
- Successfully turned around a professional IT services organization from losing $2mil to earning $2mil in a $8mil revenue stream in just two years with virtually eliminating $2.5mil in Accounts Receivable over 90 days and improving client and IT staff satisfaction.
- IBM Regional Manager’s Award for outstanding results as an IBM Systems Engineer.

What You Will Receive?
A. Presentations of the 13 sessions described above
B. Slide presentation notebook
C. Tools-Handouts notebook
D. 30-Day Action Plan
E. IT Management Process™ card
F. IT Manager Institute flash drive containing
G. Future discounts to MDE products

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