

EXECUTIVE BRIEFING: Achieving Value Through Business-Technology Alignment

The Harvard Business Review just published a provocative article entitled, "*IT Doesn't Matter*." We think Information Technology does matter, but it's hard to get right.

Please join us for an in-depth, interactive discussion (not a sales presentation!) with business executives facing the issue of how to get the most value from investments in technology.

July 24, 2003 from 9 am to 2 pm
Conference Center at NJHA
Robert Wood Johnson Jr. Education Center
760 Alexander Road, Princeton, New Jersey 08540

The briefing will include presentations and roundtable discussions on:

- Why technology costs so much and often falls short
- Why business-technology alignment is a persistent problem
- The cost of non-alignment, and pay-back for achieving it
- Diagnosing the problem
- A strategic model for overcoming obstacles
- Case studies and practical tactics

Session Leaders

Charles B. Kreitzberg, PhD, founder and CEO of Cognetics Corporation, Editor-in-Chief of User Experience magazine and Board Member of the Society for Information Management.

Anne M. Pauker-Kreitzberg, President, Alignment Advantage, Cognetics Corporation, experienced executive and senior consultant in business-technology alignment.

Thomas D. Hollmann, PhD, President, Mainsail Associates, Inc., industrial psychologist and expert in organizational effectiveness.

To Register

Due to limited capacity, pre-registration is required. Contact Lara Keffer at 609-799-5005 ext 230, larak@cognetics.com by July 15th to reserve your seat.

Workshop Fee

Workshop fee of \$50 includes continental breakfast, buffet lunch and all workshop materials.