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WITH
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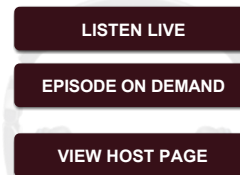
CIO Talk Network
Wednesday at 7 AM Pacific
June 23rd 2010: Building an externally focused IT team

How aware is your IT team about the whole business ecology system as opposed to leaving it to the "suits" by default? What if your whole IT team was just as focused on paying attention to customers, competitors, and partners as the sales department? Shouldn't an external focus be an official responsibility of each IT worker with accountability to bring feedback on what is happening, what our competitors are doing, and what's important to our customers? How can this be put into practice? What are the expected challenges? What could we gain or lose from this approach?



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