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Executive Change Group



Getting a Seat at the Top Table – and *keeping a seat at the Top Table*



- Founder – CIO Connect
- CIO UK and European Network Circa 4,500
- Other CXO's incl. CFO's and COO's
- Major Vendor Clients



Who do CIO/CXO's turn to for
advice and ideas?



“Let me tell you about me”
“Let me give some thoughts about you”

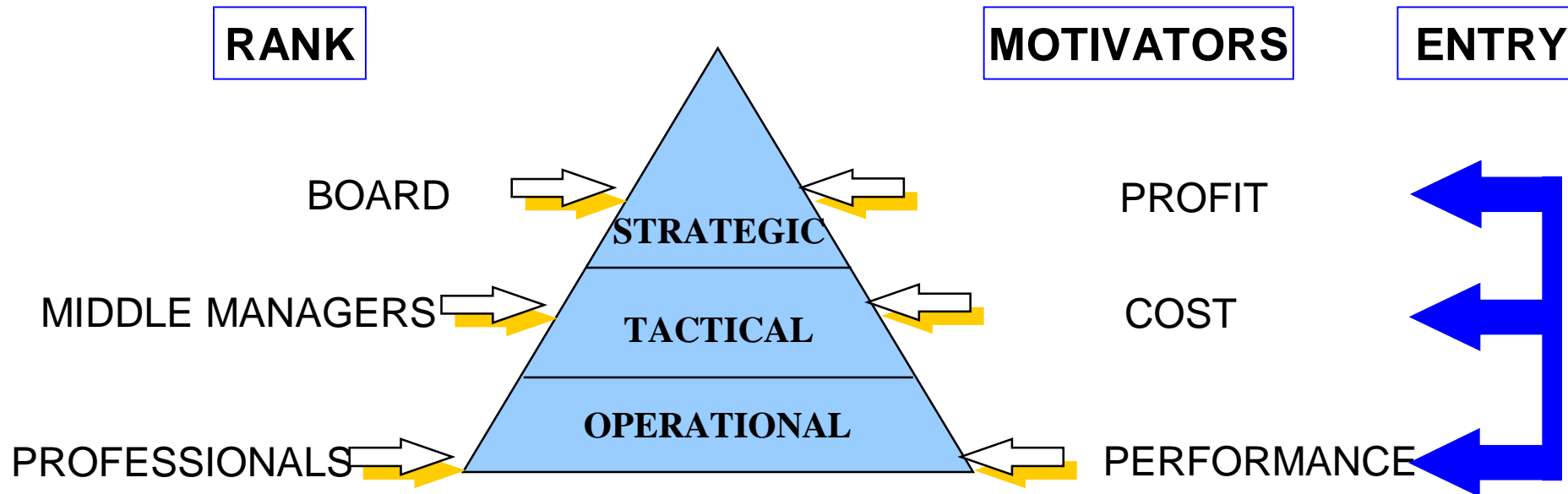
“Outside-in” – Inside-out



3 Critical Factors:

- Knowing their Agenda
- Relating your Value Proposition to their Agenda
- Proof / Provenance

Company powerbases



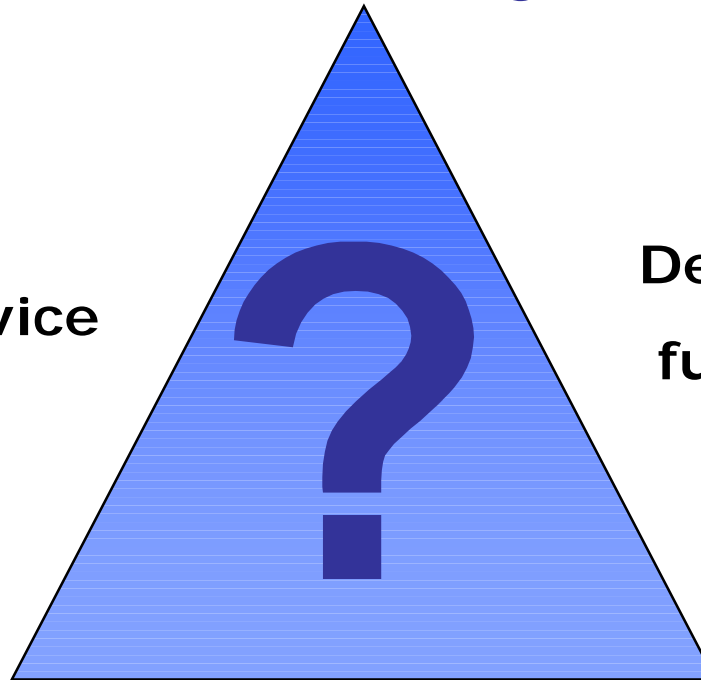
- How to operate at optimum level
- Upward and downward referral

The CIO's role

The Three Key Issues

**End to end
secure service**

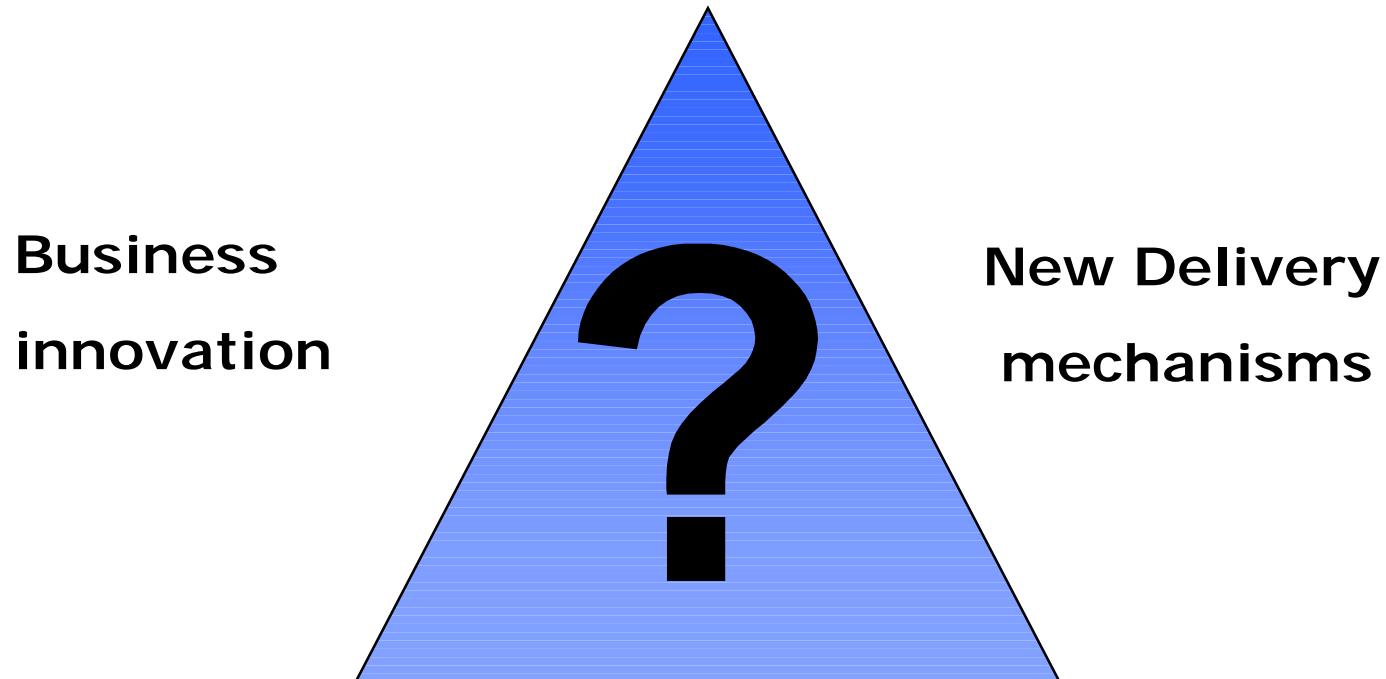
**Delivery of business
functionality**



Controlled and stable cost base

The CIO's role

The new CEO focus



Proactive rather than reactive

The five key components What do you do-(for me?)



The problem	What happens next?
The problem/opportunity According to who?	Why You? Tangible, not general
-The solution -People -Products/services -processes?	Proof
The solution	Why you?



Some other factors for getting a seat at the Top Table:

- Brand?
- Your Value Proposition
- Thought Leadership/Insights
- Network
- Downward Referral
- Upward Referral

The Board's Approach to Investment



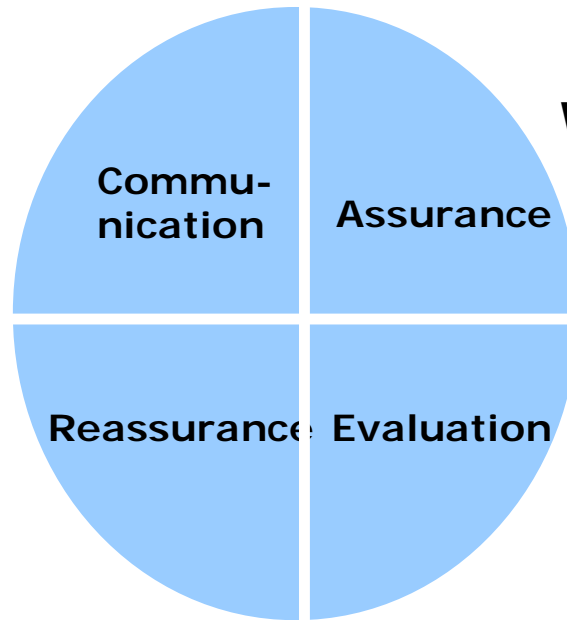
INTUITIVE

Benefits

Do I understand?

What will it do for the business?

Subjective



Objective

?

Will it work?

Risk

INTELLECTUAL



What the CIOs are saying

On Capabilities

“We want a solution provider who can demonstrate a thorough knowledge of business processes (50%) an indepth awareness of our own business and sector (35%) and can back this up with innovative solutions technology!”

Implications

- Doing your homework is imperative
- Technology on its own will not do!
- Case history will strengthen the message.

What the CIOs are saying



On Value Propositions

“We need total clarity in the Vendors proposition, no jargon. The Proposition MUST address our own business and CIO agenda needs. To succeed, the proposition must offer innovation in processes and solutions and must be supported by customer tetimony”.

Implications

- Value proposition needs to be carefully customised.
- Value propositions should be thoroughly checked by customers prior to release.
- Involve CIOs from this sector in VP creation.



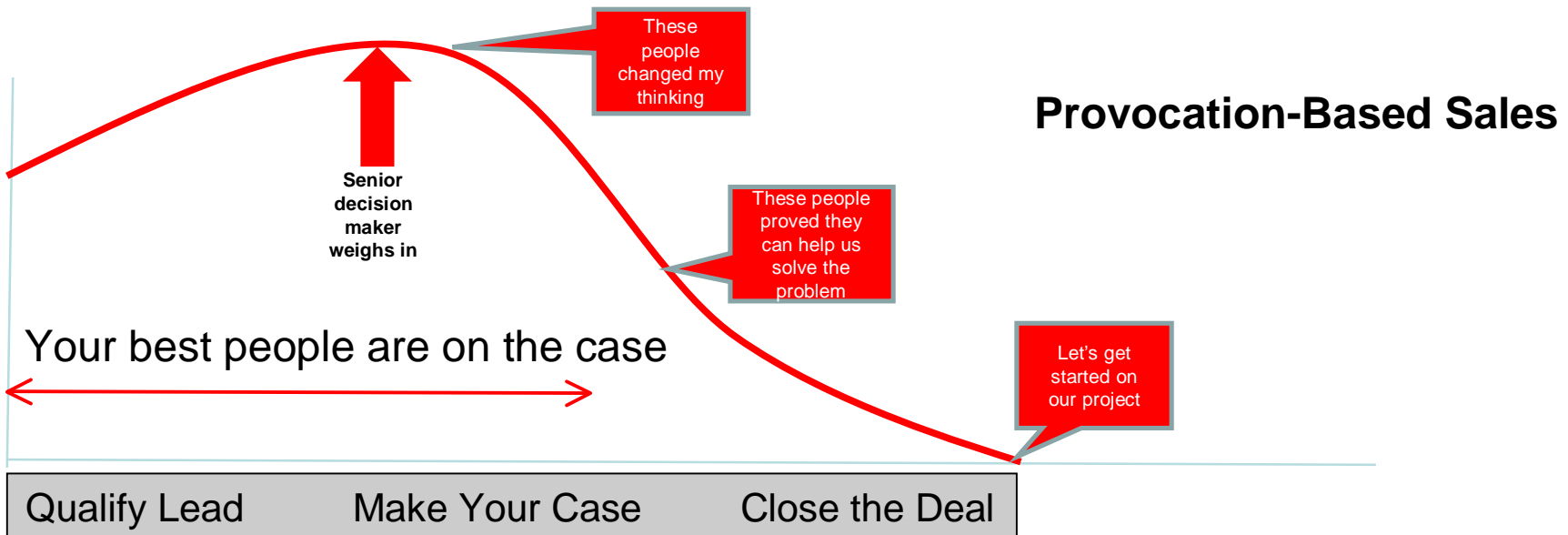
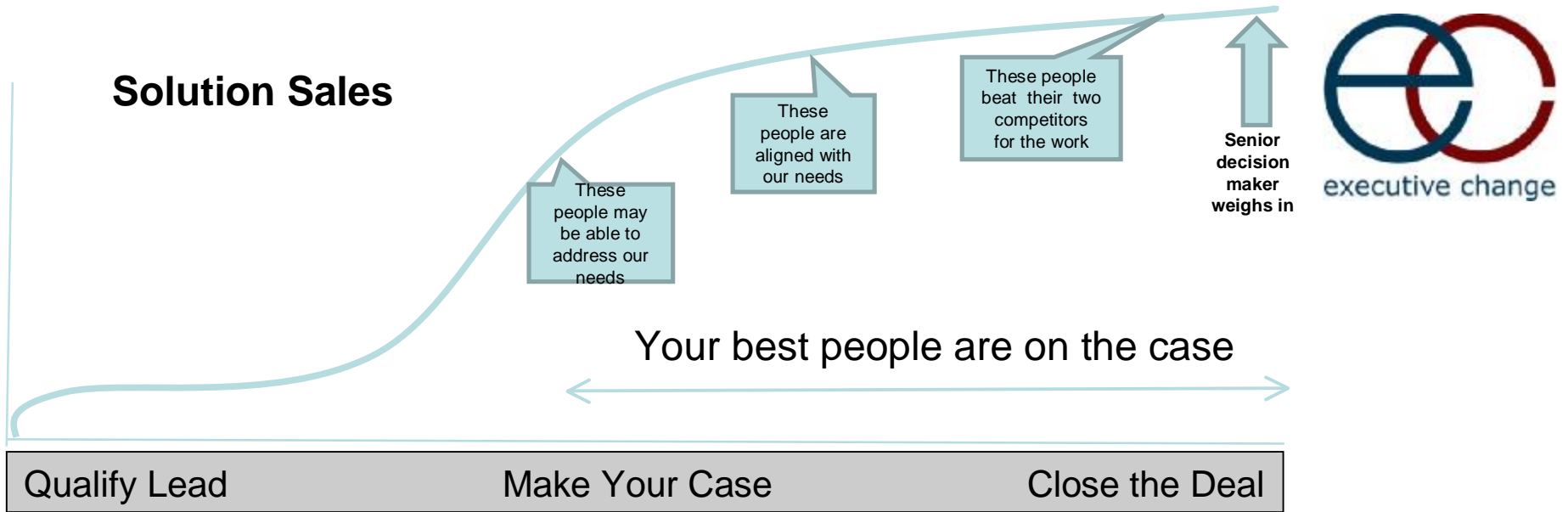
What the CIOs are saying

How the message will be spread

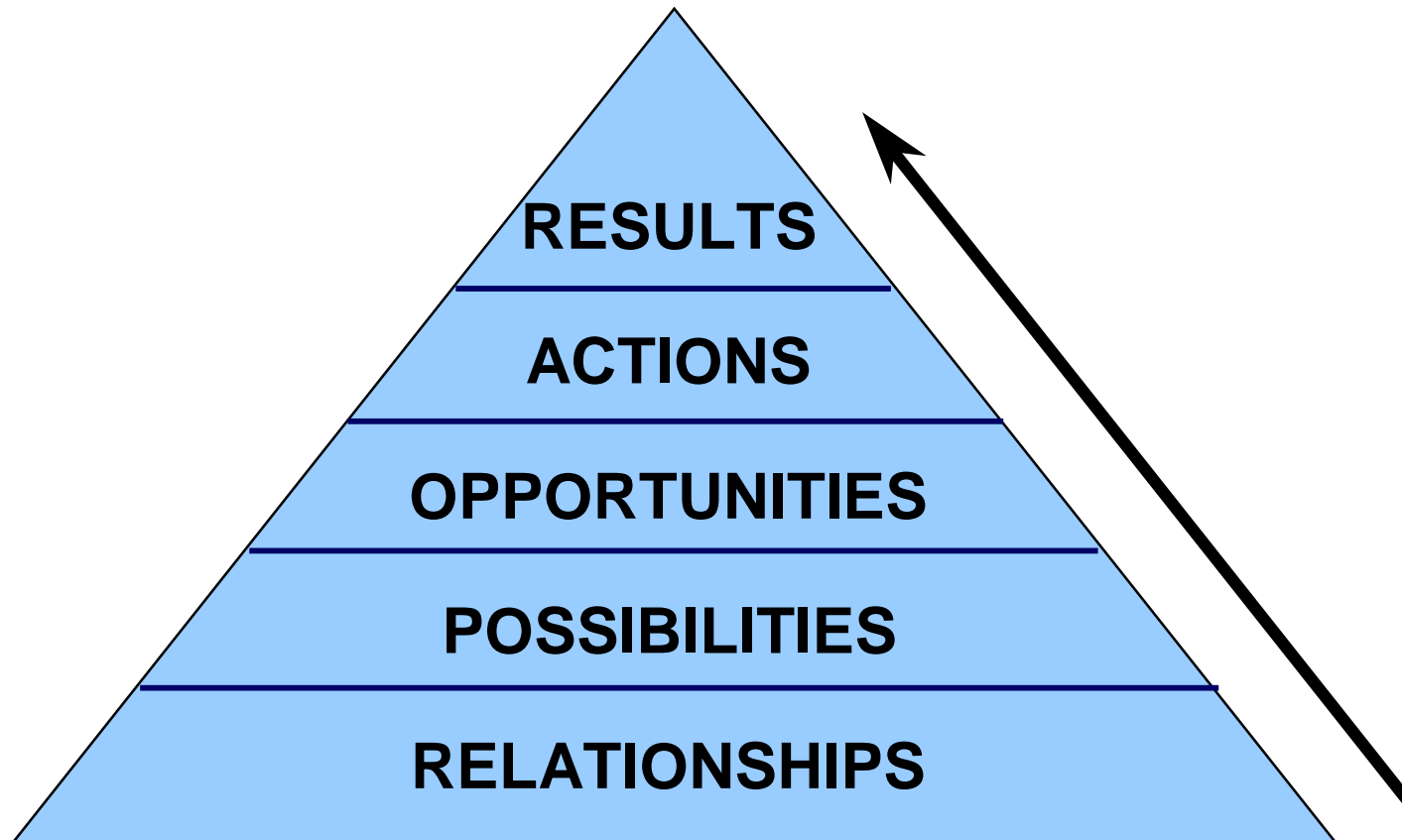
“We still rely on our peers via word of mouth, personal contacts and exec groups in searching for solutions and ideas”.

Implications

- Case histories are imperative.
- Marshall your customer power.



The foundations of successful **business** relationships



Top Performers Survey



-Mindset to make a difference

-Bring relevance and set appropriate agenda

-Networking with innate ability to quote names

-Pride in role and Company

-Create and identify exciting opportunities

-Behave with authority and humility

- Intuition / judgment

-Preparation x 3, delivery x 1

-Wide business knowledge

-Client expert and sector knowledge

-Sharing best practice and introduce ideas to create opportunities

-Knowledge of client's agenda and perspective

- Communicate at goal level not process level

- Know business objectives and able to position solutions to them

The seven star test !



- Is your proposition brief?
- Is it clear what you do/case study?
- Does it address the CIO's hotspots?
- Is it acronym free?
- Can each statement be proven?
- Is it exciting?
- Is there a call to action?

Key Messages - What the CIO really wants to know!



What do you do/how do I categorise you?

“The CIO needs to position you”

What is your impact on me?

“Hit my hot topics with real value otherwise I am gone!”

What is your offer and how does it work?

“What is it you want to sell me?”.

What is so different about your USP's

“How do I sell you to myself and my colleagues?”

What actually happens when I sign an order?

“Alay my fears and re-assure me!”