

# CIO Business Vision

**Stakeholder management is the most important thing you need to do as a CIO, and the most difficult.**

Formally and consistently collect insights from your key business stakeholders so you know the direction IT should be moving in, and how you can enable the business to achieve their goals.



*Stop flying blind.*

*- Joel McLean, Founder*

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## Problem

The biggest challenge with managing stakeholders is that it is done with opinions, not facts.



## Risk

This means that business unit leader satisfaction with IT service areas isn't well understood so IT can fail to meet business needs. It also means that resources aren't deployed effectively, and time and money is wasted because IT isn't working on the right things



## Root Cause

At the heart of this problem is ineffective ways of collecting quality feedback from business unit leaders. There just isn't a good way to do this without spending big dollars on custom consulting or dedicating time and resources you likely don't have to building it in-house.



## Solution

Formalize the feedback you get from business unit leaders, get deep insight into which core services they are satisfied or not satisfied with and why, prove when a lack of IT resources is negatively impacting the business, which changes the conversation from "IT needs..." to 'the business needs...'  
And understand which stakeholders need what kind of support from IT so you can keep them satisfied.

### ADDITIONAL INFORMATION:

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