BLACKBIRD FOR TRAINING

Excellence in IT Management

16 – 20 November 2026
Düsseldorf (Germany)



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Introduction

In today's rapidly evolving business landscape, managing IT functions requires a unique set of skills beyond technical knowledge. While general management expertise is valuable, IT leadership training specifically designed for IT professionals is essential for driving results and achieving business success. This course equips participants with the five critical management skills necessary to thrive as IT leaders: IT strategy development, project excellence, effective communication of technology, operational and crisis management, and commercial acumen. These competencies are proven to lead to better business outcomes and career advancement for IT managers, ensuring their ability to manage both technical and strategic challenges effectively.

Course Objectives

By the end of this course, participants will:

- Develop an effective IT strategy that aligns with organizational goals and drives business success.
- Increase project delivery rates through advanced IT project management practices, ensuring projects are completed on time and within scope.
- Lead effectively in technical crises, using crisis management techniques and effective communication skills.
- Set clear IT contract objectives and understand the essentials of IT contracts to ensure favorable outcomes.
- Master how to negotiate technical agreements, creating win-win solutions for all stakeholders involved.
- Gain insights into IT risk management and its role in safeguarding business operations.
- Explore IT governance best practices to ensure compliance and efficiency in IT operations.



Course Outlines

Day 1: Business and IT Strategy

- Business Strategy: Defining strategy and solving business problems through strategic approaches.
- Leading approaches to creating a top-level strategy and setting corporate direction.
- IT Strategy: Proven processes for IT strategy development and aligning it with business priorities.
- Using the balanced scorecard to set IT objectives that drive business outcomes.
- Optimizing IT strategy and developing a strategic plan for your IT function.
- Techniques for effectively communicating IT strategy to stakeholders and leadership.

Day 2: Project Excellence

- Advanced IT project management: Validating project business cases and understanding investment appraisals and sensitivity analysis.
- Lessons learned from successful and failed projects in IT project management.
- Effective project governance and reporting to ensure project success.
- IT project management training on managing a portfolio of projects and optimizing resources.
- Business Change Leadership: Understanding the emotional cycle of business change and the critical role of IT in change management.
- Strategic importance and tactical urgency during the first 90 days as a new IT leader.

Day 3: Communicating Technology

- Communication Skills: Mastering the art of presenting complex technical information to non-technical audiences.
- Creating a compelling technology message: Crafting a clear and persuasive IT pitch.
- Business Relationship Management: Using the POSTMAN technique to identify priority business requirements and influencing outcomes through strategic questioning.
- Handling difficult IT situations and improving communication skills through role play and group debate.

Day 4: Operational and Crisis Management

- Continual Service Improvement CSI models: Exploring frameworks such as ITIL, Six Sigma, and Lean IT to improve IT operations.
- Techniques for root cause analysis and applying CSI guidelines.
- Crisis Leadership: Preparing for and managing major IT incidents, and leading through crisis with strong communication.
- Roleplay simulation on handling difficult situations and leading during a crisis.



Day 5: Commercial Acumen

- Vendors: Making informed decisions when choosing technology partners and managing vendor relationships.
- IT contract guidelines for successful negotiations and ensuring flexibility in contracts.
- IT negotiation strategy: Creating a strong negotiation plan and achieving better outcomes in contract discussions.
- IT Risk Management: Understanding the IT risk management process and integrating risk considerations into your IT projects and operations.
- Roleplay exercises on negotiating contracts and resolving business challenges through strategic IT management.

Why Attend this Course: Wins & Losses!

Attending this course will provide you with the tools and techniques necessary to become a highly effective IT leader. Here's why you should attend:

- Gain Expert Knowledge: Learn IT strategy development from seasoned professionals and apply proven techniques to align IT goals with broader business objectives.
- Increase Project Delivery Success: Master advanced IT project management skills, improving your ability to manage complex projects and portfolios successfully.
- Lead Through Crisis: Equip yourself with the crisis leadership skills required to handle technical emergencies and mitigate risks effectively.
- Improve Commercial Acumen: Understand the ins and outs of IT contracts, negotiation strategies, and how to make informed decisions when selecting vendors and technology partners.
- Enhance Communication Skills: Learn how to communicate technology clearly and persuasively to non-technical stakeholders, ensuring smoother collaboration and business alignment.
- Achieve IT Governance and Risk Management Excellence: Implement IT governance best practices and understand the IT risk management process to minimize business disruptions.
- Boost Career Success: A certification in IT management and specialized training in IT leadership will position you for advancement and success in your career.

By not attending, you risk being left behind in a world where IT is integral to business success. This course ensures that you have the management skills to lead IT functions with confidence, drive projects to successful completion, and navigate the challenges of the modern business environment.

Conclusion

This course provides IT professionals with the essential tools and strategies for excelling in IT management roles. From IT strategy development to IT risk management, participants will gain comprehensive knowledge and hands-on experience in all aspects of IT leadership. The course will equip you with the skills needed to manage IT projects efficiently, lead during crises, and make informed decisions regarding technology and vendors. Whether you're new to IT management or looking to enhance your expertise, this course is your stepping stone to success in the ever-evolving IT landscape.

