



***IT for the Non-IT Business Leader
Make IT Successful for Your Organization: An Overview***

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Today no company can exist without using and integrating information technology and IT related processes into the daily operation. IT is no longer just nice to have – it is a strategic asset that needs to be managed by business leaders. But, how do business leaders successfully manage an asset that has been traditionally difficult to understand?

Research has shown that the right combination of IT and business involvement will provide a higher return on every dollar invested and better overall performance. Poorly managing IT resources can result in frustration by using time and resources that provide little benefit.

Successful business leaders need to know how to use and communicate information technology needs to their advantage – they need to understand how IT and business strategy interact. They need to understand:

- Are they investing in the right initiatives?
- Is the right infrastructure in place?
- Do the processes and applications meet the customer and supplier needs?
- What are success factors for outsourced services?

This seminar will provide business leaders with an overview of practical tips and tools for IT and Business Success. Key Topics Include:

- Aligning IT with Business Strategy
- IT Governance
- IT Management
- Hidden Traps and Myths
- The Human Factor
- Business Leader Tips for Success

Audience: CEOs, Presidents, Owners, General Managers, Executive Directors, Chief Financial Officers, Department/Divisional Heads or other leaders who benefit from the IT Function.

Time: 4 hours

For Additional Information Contact: Laura Dallas Burford at 610-429-3122 or

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Laura Dallas Burford Bio Information



Laura Dallas Burford is President of LAD Enterprizes, Inc., a Management and Information Technology Consulting Company for small and midmarket businesses based in West Chester, PA. Laura is also co-owner of **Computer Census™**; a hardware and software inventory tool for the small business technician.

Ms. Burford has extensive experience assisting businesses in defining and delivering operational and technology solutions. She quickly understands the steps required to take a strategy from its inception to its implementation. Her capacity to consistently achieve outstanding results for clients stems from a customer focused approach supported by over twenty years of experience working with organizations.

Prior to starting LAD Enterprizes, Inc., Laura was the Managing Director of a rapidly growing US division of a start-up International Professional Services Consulting organization and she turned the division into a profitable business. She has had experience with several major consulting organizations, start-up initiatives, and a number of Top 100 corporate accounting and technology divisions as well as smaller businesses. Laura has delivered business process redesign services, system development and information technology services as well as front and back office domestic and international outsourcing solutions for clients.

Laura holds a Bachelor of Science in Commerce (Dual Major-Accounting, Decision Science and Computers) from Rider University and a Master of Arts (Education) from Rider University. She is on the Governing Board for the Innovative Technology Action Group (ITAG), a member of the Greater Philadelphia Senior Executive Group (GPSEG), a member of the Technology Executive Networking Group (TENG), and is involved with a number of local Chambers of Commerce.