

BUSINESS TRANSFORMATION FOR TECHIE GROUPS

KEYNOTE

Are you seeking to affect change with a group of techies who don't see the big picture and fail to align with your business transformation initiative? Are they failing to see how aligning with your initiative is in their best interests? Getting each individual to change is challenging but getting them to embrace something in their self-interest is easier. I have a method that they will get them to find their enlightened self-interest and align with your transformation initiative.



Techies have a unique mindset developed with years of education and practice which make them successful techies. However, the same mindset could get in the way of embracing transformation efforts. How can you get each techie to find his or her personal alignment with the transformation while avoiding indifference, foot-dragging and failures?

The lack of business thinking is a common reason why transformation efforts stall, crawl or fail. **Business thinking** is about being value-minded, not about always being money-minded. Providing and receiving value has always stood the test of time because each party feels valued. While each person has a different definition of success, once you get the techie thinking about the value he or she provides (and receives), his or her engagement, teamwork and performance will improve. Once you assist them to 'make the connection' between your initiative and their self-interest, engagement and alignment results.

***Techie Mindset + Business Thinking =
Business Transformation + Greater Business Success***

Have you noticed that, beyond job descriptions and titles, some people are considered more valuable and paid more money than others for the same work? That difference is often business thinking. These people have figured out how to provide the most value (in the eyes of their internal or external client) and receive the most value as compensation (in their own view). Such thinking energizes these people and creates a virtuous reinforcing cycle of giving more and getting more—growing the proverbial pie for everybody. These people are more valuable to the business and make the businesses more successful.

BUSINESS TRANSFORMATION FOR TECHIES

Techies seek facts, think critically about specifics and make objective decisions. They are good at envisioning solutions that have never existed and are often cautious and skeptical. They are probably more comfortable 'in their mind' than with people and rarely allow emotions to influence decisions. They are often steeped in their jobs (from which they derive much pleasure) and care less about the larger business (which they find less interesting unless somebody gives them a reason to make it interesting) or the world in which their products and services work. Some of these attributes are beneficial while others could hinder transformation.

Ram will discuss the techie mindset and business thinking; and, discuss the findings of a survey of 320 business people, including 75 multi-millionaires, conducted by the Business Thinking Institute showing the strong correlation between business thinking and success.



Everybody is in business, whether you own one or work for one. If you make a living, somebody is valuing your time, product or services. When you provide value to your 'client,' you receive value in return— as money, barter, goodwill or personal satisfaction. If you either do not provide value or do not receive compensation for it, one or both parties are disengaged. When the value is clear and exchanged in both directions, people get 'engaged'. Valued employees are engaged employees because being valued is a basic human need.

Business thinking can make employees, businesses, entrepreneurs business owners and their ventures more successful and better. Anybody can develop business thinking. It can make you more successful, professionally and personally.

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