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## Be the Business: CIOs in the New Era of IT

*Martha Heller*

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**Martha Heller : Be the Business: CIOs in the New Era of IT** before purchasing it in order to gage whether or not it would be worth my time, and all praised Be the Business: CIOs in the New Era of IT:

0 of 0 people found the following review helpful. To change your ITmindset....You must read and keep this bookBy Waleed HamadI have truly enjoyed reading Martha's new book "Be the Business" which highlighted where IT leaders shall take their steps forward to keep their role active and add business value in different ways but it all starts with having a full understanding of your business and where it is heading and then to provide the business with IT and technical solutions to fulfill these needs and upon getting that done you are moving from being a fully IT leader of operations to IT leader of business enabler.Driving the business is a new concept and philosophy where IT leaders need to adopt which adds huge challenge on our mindset and how we were raised in the early days of the IT world.

Being a driver requires the IT leader not just to understand his/her business but it takes it a bit further by having solid understanding of the world economy, market condition, and the competitors and how to as an IT leader can put all that together and innovate IT solutions to keep your organization always ahead of their game. It is a great book to read, understand, and apply at your workforce before it is too late to change your IT and business mindset. Thank You Martha for the great efforts and for all the IT leaders you have interviewed. You are indeed adding great value to all of us in IT and Business. 0 of 0 people found the following review helpful. ... when I first saw this book as I have enjoyed reading several of Martha's articles on CIOBy ShopperI was very excited when I first saw this book as I have enjoyed reading several of Martha's articles on CIO.com. Here is my first take on this book - this book is just a mish mash of various CIO thoughts. Its not very well organized or engaging and I had no desire to read the book. I would start with reading the first page of a chapter and then jump to next chapter until I didnt find any value in reading the book. The chapter topics are all great but content not so well organized. I am hoping to come back to the book with an empty mind at another time as I dont want to miss any insights between the lines. I will update my review later if I find any such valuable insights. 0 of 0 people found the following review helpful. AMAZING read. By ChronosInfinitum Martha Heller is the a league of her own. AMAZING read.

Remember the '70s? Way back then, IT was a mainframe that sat in some room and only a few people had a key. Flash forward a decade, and IT was a limited set of systems irrelevant to the vast majority of employees and customers. But today, all of the sudden, technology belongs to everyone. Because of the suddenness of this revolution in technology adoption, most IT organizations have not had enough time to evolve into a "comfortable integration" with the rest of the company. This lack of comfortable integration has led to confusion over who is truly accountable for the return on technology investments, how much influence IT leaders should have over a company's business strategy, and whether CEOs need to hire Chief Digital Officers onto their senior leadership teams. Through interviews with dozens of CIOs, Heller has created a snapshot of what CIOs are doing to lead IT in a climate where technology belongs to everyone. She addresses how CIOs are changing their operating models, their approaches to talent development, and their assessment of the new IT provider marketplace. Most importantly, Heller defines the top ten skills and behaviors that CIOs will need to develop if they are going to be successful in an ever changing landscape. As a master storyteller, Heller incorporates philosophy, humor, and pragmatic advice into a book that both informs and entertains.

In the new digital landscape, IT is no longer a support function about the business; it is a fundamental building block of the business. This requires CIOs and their colleagues to reconstruct the IT function top to bottom, and Be the Business provides a wealth of good ideas for how to do so.- Geoffrey Moore, Author of Crossing the Chasm and Zone to Win Once again, Martha has captured the complexity and nuance of the role of the modern day CIO, and woven it into an engaging, actionable resource for IT professionals.- Linda Jojo, CIO, United Airlines Technology has moved to the center of every business and the list of critical competencies required of CIOs has taken yet another giant leap forward. Martha has drawn from her executive recruiting and journalism skills to create an authoritative profile of a high performing CIO in the digital era.- Puneet Bhasin, EVP, Corporate Operations, and President, WM Recycling, Waste Management Martha Heller is exactly right: Technology really is the business today, and CIOs play a more crucial role than ever before in accelerating that business. With keen observations drawn directly from her vast network of successful Fortune 1000 executives, Martha brings a refreshingly practical point of view to the fast-evolving role of technology leaders in today's enterprise.- Maryfran Johnson, Editor in Chief, CIO Events, IDG US Media Martha clearly identifies the increasing expectations of CEOs and corporate boards in regards to their CIOs. They must be business savvy product managers capable of defining and selling solutions that become the business products of the future. Be the Business is vital reading for CIOs of today and tomorrow!- Lynden Tennison, CIO, Union Pacific From the Inside Flap Remember the '70s? Way back then, IT was a mainframe that sat in some room and only a few people had a key. Flash forward a decade, and IT was a limited set of systems irrelevant to the vast majority of employees and customers. But today, all of the sudden, technology belongs to everyone. Because of the suddenness of this revolution in technology adoption, most IT organizations have not had enough time to evolve into a "comfortable integration" with the rest of the company. This lack of comfortable integration has led to confusion over who is truly accountable for the return on technology investments, how much influence IT leaders should have over a company's business strategy, and whether CEOs need to hire Chief Digital Officers onto their senior leadership teams. Through interviews with dozens of CIOs, Heller has created a snapshot of what CIOs are doing to lead IT in a climate where technology belongs to everyone. She addresses how CIOs are changing their operating models, their approaches to talent development, and their assessment of the new IT provider marketplace. Most importantly, Heller defines the top ten skills and behaviors that CIOs will need to develop if they are going to be successful in an ever changing landscape. As a master storyteller, Heller incorporates philosophy, humor, and pragmatic advice into a book that both informs and entertains. About the Author Martha Heller is one of the most widely followed voices on IT leadership and the role of the CIO. She has been a CIO magazine columnist since 1999,

and is also the author of *The CIO Paradox: Battling the Contradictions of IT Leadership* (Bibliomotion, 2012). Martha is president of Heller Search Associates, an executive recruiting firm that specializes in IT leadership positions nationwide across all industries. She has spent 15 years working with the CIO community at the highest levels. Based on this experience and extensive interviews, outreach, and her work as an executive recruiter, Martha has distilled empirically backed insights into what it takes today to be an IT executive capable of driving transformation. In 2004, Martha founded the CIO Executive Council, CIO magazine's professional organization for CIOs. In addition to her blog on CIO.com, Martha engages extensively with the technology executive community through social media and her widely read e-newsletter, *The Heller Report*. Martha is a highly sought after public speaker, regularly addressing and engaging with members of the IT profession at executive events held by The Research Board, the National Retail Federation, the Technology Business Management Council, Forrester, Harvard University, MIT, CIO magazine, ServiceNow, Box, and Cisco.