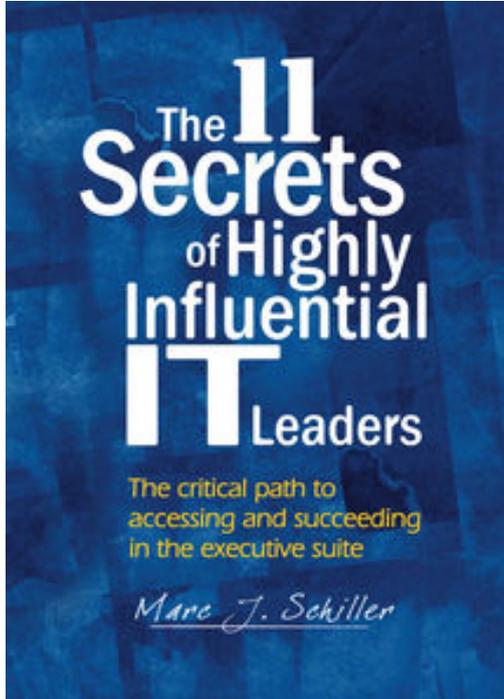


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# Download The 11 Secrets Of Highly Influential IT Leaders Free EBook PDF/ePub/Mobi - Marc J. Schiller



**Download or Read Online The 11 Secrets of Highly Influential IT Leaders Marc J. Schiller Free eBook PDF/ePub/Mobi/Mp3/Txt**, Why are so many IT leaders battling to prove the value of IT; frustrated that their accomplishments are not recognized; and left out of their businesses strategic decision-making forums? Marc J. Schiller argues in *The 11 Secrets of Highly Influential Leaders* that the key to understanding the problem and unlocking the solution lies in identifying the missing ingredient for so many IT leaders. That ingredient? Influence, especially at the senior management level. But Schiller is quick to point out to readers that what he refers to is not influence in the Machiavellian sense. Rather, it's the kind of influence we mean when we speak to our kids and we tell them we want them to be an influence for good. This genre of influence is not about getting your way but rather about having the appropriate sway to ensure that the right things happen in the IT realm for which IT leaders

are responsible and, at the end of the day, for the business overall. It's an appropriate and ethical influence and it's the kind IT leaders should feel very comfortable pursuing. It's also the kind of influence that paves the way for IT leaders to successfully sell their ideas, projects and budgets to senior management stakeholders. *The 11 Secrets* however is more than just a list. It is structured in a practical road map and program that takes the reader on a fast-paced journey of influence development for 21st century IT leaders. The book comes alive with first-hand experiences, real-life case histories and practical demonstrations of what it takes to acquire, build and maintain influence as an IT leader. The book, and its constituent program, is divided into three parts: Part I, *Influence Begins with Credibility*, zeroes in on the common misunderstandings regarding credibility building and why it is that the typical approach to infrastructure management, operations and project delivery is actually hurting IT leaders credibility and influence. Then, using the example of several leading CIOs, the book points out the techniques you should use to effectively build credibility. For example and surprisingly: learning the power of "no" can supercharge your influence. Part II, *The Essentials of Influential Communications*, shines a spotlight on the area considered the greatest challenge for most IT leaders. Part II not only alerts IT leaders to the all-too-common communication traps into which they consistently fall, but also how to avoid them. Then it lays out a set of proven communication techniques for IT leaders to use to improve their standing and influence. (Secret #8, *Practice Ne-ma-wa-shi*, is drawn from ancient Japanese wisdom and is particularly powerful for transforming your interactions with your stakeholder community.) Part III, *Game Time*, puts it all together and points the way to the executive suite. It teaches IT leaders how to wield influence in order to get a seat at the executive table. Created from over 20+ years of first-hand industry experience and supplemented by an intensive 24-month research and peer-review process, *The 11 Secrets* are the keys to: Effectively demonstrating the value to IT Securing the budgets you need to do things right Achieving the professional success and recognition you want and

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