

LEADING INNOVATIVE ADVICE FROM AROUND THE WORLD

Our Research-based services help drive the effectiveness of the overall IT function and can support and lead business transformation.

WHAT IS THE LEF?



Mission to understand intersection of business and IT



Provide ideas, tools and *next practices* for IT leadership teams



Deliver high-impact advisory interventions



120 global clients



Over 35 years of thought leadership experience

LEF TRACKS THE CO-EVOLUTION OF BUSINESS & IT

Digital Business Strategies

Co-evolution, changing industry structures, growth vs austerity, digital game-changers, trust, risk, outside-in organizations

- *Disruption Myths and Realities*

❖ The Matrix & Machine Intelligence

Business/IT Convergence

Advanced BRM, retained IT, product IT, architecture, soft skills, shared services, IT skill sets, outside-in BRM

- *Leveraging the Matrix*

❖ Proven Steps To Successful BRM

Consumerization and the IoT

Mobility, apps, agents, identity, privacy, double-deep, VR/AR, sensors, quantified self, drones, wearables, customer co-creation

- *Xperience Lab Case Study*

❖ Xperiencing the Employee of the Future

Learning from Silicon Valley

Cloud, organizational lifecycles, open strategies, value chain mapping, ecosystem evolution, Silicon Valley ambitions and strategies, ages of wonder

- *China vs Silicon Valley*

❖ India's Hi-Tech Future

The Changing Nature of Work

Social media readiness, employee engagement, transparency, big data, green IT, 3D printing, the Marketing/IT relationship

- *Digital Leadership in C-Suite*

❖ The Sharing Organization

Research-based Services

Visioning, strategy, executive coaching, sounding boards, diagnostics, staff development, training, workshops, presentations, study tours, Xperience Labs, social media training, value chain mapping, events, forums, webinars

❖ 2016 Research

• 2015 Research

THE LEF DIFFERENCE



NEXT PRACTICE CO-CREATED RESEARCH

Set of resources to enable top-line growth and stimulate business demand



MEANINGFUL INTERVENTIONS

Harnessing the power of research in practical ways via workshops, training programmes, custom events



THE RIGHT PEOPLE

Expert practitioners available on-demand to tailor messages and keep you advancing 'ahead of the peloton'



EVENTS & STUDY TOURS

Intensive exposure on emerging topics to open your mind and make you think



POWERFUL CLIENT RELATIONSHIPS

Dedicated teams providing personal, tailored assistance to support your agenda