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Current

CIO surveys, research literature on IT indicates that linking IT to business strategies #1 concern and #1 gap in IT effectiveness.

Why?

We have not created a shared story between business and IT. Cannot solve problems, be effective if you are not all reading from the same book.

Elements

1. Language
2. Duality
3. Ability to translate
4. Same vision, mental picture of the future
5. IT employees understanding, driving toward business priorities