

# **RULES OF ENGAGEMENT**

## **Engaging the Business Community**

How do I get and keep business involved?  
How can I get the budget & time I need?  
How do I know I've got everything?  
How can I make this project successful?



**Learn from someone who  
continually builds successful  
business relationships  
implementing  
business transforming systems**

**Pat Ferdinandi**  
**Speaker, Author &**  
**Business Process Architect**

**Helping Technologists Get What They Need from Business**

# Pat Ferdinandi

Speaker, Author &  
Business Process Architect

## Rules of Engagement

Is the business community too busy to talk to you? Do they stay involved from the beginning to the end of the software effort? Why is such a high percentage of software failures associated with poor requirements?

Find out how to save 25% of the project costs by knowing how to keep the business community engaged. Keep on schedule and within budget by capturing all the information you need. I'll concentrate on the *REAL* front-end of any project ...how to listen, talk, and interact with the business community ...not how to write for techies.

## I Can Help You To Succeed

*CIO Magazine* recognized my ability to speak both business and IT languages. "IT executives will find excellent strategies."

Understanding the rules of engaging the business community is the key to my success on every project. I've mentored, coached and trained others to be just as successful.

Now it's your turn to learn these skills and become the team's champion. Learn how to get and keep business executives and knowledge-workers engaged. Know what, how and when to ask questions to get the most out of your business community. Become the catalyst that helps to transform your company.

## Diverse Array of Clients

AIG, AT&T, Bank of New York, BurrellesLuce Media Clipping Company, Christie's Auction House, CitiGroup, Ford, IBM, Indiana Dept of Corrections, JP Morgan Chase, Neighborhood Connect, NCR, NYC Dept of Transportation, New York Life, Prudential Insurance, Sherwood, UBS, UPS, X-Change Technologies, and many others.

## Arrange Your Session Now

Tailored to your needs, my presentation is ideal for anyone that needs to engage the business community to implement business software systems. Add a little knowledge and laughter at your next IT gathering. Reserve your date today!

**Helping Technologists Get What They Need from Business**

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