

# Corporate Governance of Information Technology

## ISO 38500 Foundation Class

Waltzing with the Elephant – who is accountable for a successful Information Technology?

*Standards are generally required when excessive diversity creates inefficiencies or impedes effectiveness.*

Edward W. Hammond and James J. Cimino, Standards in Medical Informatics (Springer, 2001)

Many commentators on information technology have noted that organizations of all types and sizes are vulnerable to problems that arise in their IT projects and in their day to day operational use of IT. Many organizations that depend heavily on IT have taken a wide range of measures to reduce the risk of failures, but often with little impact. Projects still run into trouble, going over budget, taking too long and failing to deliver the intended business results. Operational systems and controls break down, creating inconvenience at best and exposing organizations to serious financial and reputational damage consequences at worst.

While investment in tools and frameworks under the label of "IT Governance" has resulted in some improvement, it has become clear that the improvement is insufficient – organizations need a different approach to ensuring that they make effective, efficient and acceptable use of information technology.

ISO/IEC 38500 is a milestone in the evolution of concepts and practice for governance of IT. The International Standard positions Corporate Governance of IT as being key to the effective, efficient and acceptable use of IT by any organization. It also establishes the role of the board and executive management in the system of governance, where the business has clear responsibility for how it uses IT and the IT organization has responsibility for the supply of relevant IT capabilities.

This two day class is designed to build a deep appreciation of the key concepts in ISO/IEC 38500, equipping participants with the understanding necessary to begin applying the standard in all aspects of planning and controlling use and delivery of IT. It explains in detail the concepts presented in the Introduction, the governance model with six principles for good governance of IT. Participants will see how to apply ISO/IEC 38500 in each of the key stages of the business cycle – where organizations develop strategy, prepare plans, implement new capabilities and conduct business activities that depend on IT.

Mark Toomey is an independent and outspoken advocate for good governance of information technology and a leading international expert in ISO/IEC 38500, the framework developed by the International Organization for Standardization for effective corporate governance in the area of information technology.

He is a prolific contributor to the developing body of knowledge about corporate governance of information technology. He has published numerous papers and magazine articles on governance of IT, has spoken at many major conferences with diverse audiences including company



Mark Toomey

directors, banking executives, leading consultants and IT specialists. In November 2006, he published The Director's IT Compass (Second Edition), a guide for directors who need to ask questions about their organization's use and governance of IT, and in August 2009, he published Waltzing with the Elephant, a seminal work on the topic of the corporate direction and control of information technology as a tool of business. Through his company website [www.infonomics.com.au](http://www.infonomics.com.au), Mark publishes a monthly online newsletter which is read in more than 57 countries.

Mark is a past chair of the Standards Australia committee that developed AS8015 – the precursor to ISO/IEC 38500 and was the project editor responsible for preparing the final text of the international standard. With more than six years' experience in practical application of ISO 38500, Mark has become in-demand for his expert guidance on application of the new standard. He has conducted the Foundation Class for international audiences in Australia, New Zealand, Malaysia and Germany, and has run many shorter sessions in Netherlands, Belgium, Great Britain, Spain, Canada and the United States. Several Gulf Cooperation Council and Latin America states are shortly to be added to this list.



# Foundation Class Structure

The Two Day foundation class is made up of 16 modules, designed to focus discussion on the many important aspects of how organizations should govern their use of IT. During selected modules, participants will complete an *individual self-assessment* of their organization's own corporate governance of IT. The self-assessment provides an initial basis for planning any work that may be necessary to form a comprehensive view of, and perhaps to improve governance of IT in their organization. The 16 modules are:

Module 1	Introductions and Objectives	Module 12	The Responsibility Principle
Module 2	The Gimli Glider Case Study: A metaphor for governance of IT	Module 13	The Strategy Principle
Module 3	Experiences of failure in Governance of IT	Module 14	The Acquisition Principle
Module 4	The difference between "IT Governance" and "Corporate Governance of IT"	Module 15	The Conformance Principle
Module 5	Business systems and technology enabled change	Module 16	The Performance Principle
Module 6	Base concepts for Corporate Governance of IT	Module 17	The Human Behavior Principle
Module 7	Key messages in ISO/IEC 38500	Module 18	The Australian Customs Service Case Study
Module 8	The Evaluate-Direct-Monitor Model	Module 19	Self-assessment results
Module 9	Using ISO/IEC 38500 to assess and improve corporate governance of IT	Module 20	Case Study: Practical application of ISO/IEC 38500 in Tertiary Education
Module 10	Preliminary Self-assessment	Module 21	Personal & group action planning
Module 11	The concept of Principles		

All participants will take away a comprehensive workbook containing the slides and notes, together with their self-assessment checklist.

## Schedule

Date	From	To	Subject
6/10/2011	09.00	10.00	Arrival of participants
	10.00	10.15	Introduction
	10.15	11.30	Modules 1 to 3
	11.30	11.45	Coffee break
	11.45	13.00	Modules 4 to 6
	13.00	14.00	Lunch break
	14.00	15.30	Modules 7 to 9
	15.30	16.00	Coffee break
	16.00	17.30	Modules 10 to 11
	17.30	18.00	Wrap-up, summary
	19.00	?	<b>Optional:</b> dinner with Mark Toomey for serious discussion
7/10/2011	08.30	10.00	Modules 12 to 14
	10.00	10.15	Coffee break
	10.15	12.00	Modules 15 to 17
	12.00	13.00	Lunch break
	13.00	14.00	Modules 18 to 19
	14.00	15.00	Modules 20 to 21, wrap-up, summary

## Terms and Conditions

### Venue

Maritim Hotel Würzburg  
 Pleichertorstraße 5  
 97070 Würzburg  
 +49 931 3053-0,  
[www.maritim.de/de/hotels/deutschland/hotel-wuerzburg](http://www.maritim.de/de/hotels/deutschland/hotel-wuerzburg)

Maritim hotel has offered a room allocation for participants at the price of € 119.00 per night in a comfort room including a rich breakfast buffet and free usage of swimming pool, sauna and gym. This can be booked until 21/7/2011.

### ISO 38500 Foundation Class fee

**2-day ISO 38500 Foundation Class: € 1,290.00**

If you register until 22/7/2011 you will get Mark Toomey's landmark book  
**"Waltzing with the Elephant"**  
 for free (regular price: € 75.00). All participants can purchase the book for a special reduced price of € 50.00 during the course.



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## ISO 38500 Foundation Class

6<sup>th</sup> and 7<sup>th</sup> of October 2011, Würzburg

Maritim Hotel, Pleichertorstraße 5, 97070 Würzburg

### Registration form

Please fill in the following form for every participant and send it to Falk Janotta

- by email to fj@falkjanotta.de (preferred option)
- by fax to +49 931 4652146

Last name				First name	
Company					
Address					
Postal code		City		Country	
Phone				Fax	
Email					

I would like to order Mark Toomey's landmark book "[Waltzing with the Elephant](#)" for free, because I register before 22/7/2011

I would like to order \_\_\_ copies of Mark Toomey's landmark book "[Waltzing with the Elephant](#)" for special reduced price of € 50.00 (please pay together with the Foundation Class fee)

Location	Date	Signature

### Method of payment

Bank transfer in Euro to **Sparkasse Wilhelmshaven**, reason for payment: ISO 38500 Foundation Account: 320 177 25, bank code: 282 501 10, IBAN: DE75 2825 0110 0032 0177 25, BIC / SWIFT code: BRLADE 21 WHV

Credit card:  VISA  EUROCARD  MASTERCARD

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name of card holder: \_\_\_\_\_ Signature: \_\_\_\_\_

