IT STORYTELLING

Credibility is the currency of IT leadership

How to engage, partner, and win with your ELT and Board

You earn the right to influence

Not with one great presentation.

Through years of sound judgment, operational consistency, financial discipline, and thoughtful delivery.

Credibility compounds one decision, one delivery, one conversation at a time.

Credibility is built in deliberate stages

01

MAKE IT LEGIBLE

Show the program
Clarify tradeoffs

02

STABILIZE

Learn the business
Deliver reliably

03

PROVE OUTCOMES

Create visible wins
Measure value

04

EARN LATITUDE

Maintain Credibility
Own IT

05

EXPAND INFLUENCE

Shape decisions
Lead larger change

The ambition grows only as fast as trust and execution capacity allow.

Run • Enable • Protect gives leaders a common language

RUN

Reliable operations

Infrastructure • Service • Support

ENABLE

Business capability

Apps • Data • Integration • PMO

PROTECT

Enterprise resilience

Security • Recovery • Risk

Make the investment portfolio decipherable—not merely defensible.

Start by understanding how the company really works

- Listen at the point where work happens, both in IT and in the business, at all levels.
- Fix visible friction before selling transformation
- Do what you said you would do
- Build relationships before you need sponsorship

STORY SPACE: Total Company Leadership Meeting 2023 or Data Modernization?

Small iterations create evidence, and evidence creates trust

- Modernize selectively; do not chase the biggest replacement first
- Tie each increment to an operating outcome
- Make adoption part of delivery, not an afterthought
- Show progress honestly, including what did not work

STORY SPACE: Leadership Meeting Journey or Data Modernization

STAGE 4 — OWNERSHIP

Once trust is established, ownership becomes non-negotiable

OWN THE BUDGET

Know the spend, pressures, and tradeoffs

NO SURPRISES

Raise bad news while it can still be managed

PLAN A + PLAN B

Prepare for uncertainty without creating paralysis

OWN THE OUTCOME

Measure adoption, performance, value, and risk

Share the credit. Keep the accountability.

Do not outkick your coverage

AMBITION	Fiscal feasibility
SPEED	Capacity to absorb change
INNOVATION	Operational reliability
RISK REDUCTION	Economic reality

A roadmap is a sequenced set of choices—not a wish list.

Every leadership interaction is an opportunity…. Whether a deposit, or a withdrawal

01

A small operational win

02

A project under pressure

03

A budget tradeoff

04

A risk disclosure

05

A crisis response

06

A difficult ‘not yet’

Consistency matters more than spectacle.

Sometimes the right outcome is informed risk acceptance

1. **Make the risk visible**
2. **Explain the business consequence**
3. **Present options and cost**
4. **Recommend a path**
5. **Document the decision**

Unresolved risk is manageable. Undisclosed risk becomes a surprise.

IT owns the clarity. Leadership owns the enterprise choice.

Prime the conversation before the formal conversation

- Meet stakeholders one-on-one; understand what each owns
- Translate the issue into their stakes, language, and time horizon
- Test the recommendation, and listen for hidden objections
- Surface tradeoffs early; align sponsors before asking for a decision
- POC/Pilot with Business and Ensure partnership!
- Enter the room with no avoidable surprises

Credibility increases your influence and obligation

You are invited earlier	→	Bring enterprise perspective, not an IT agenda
Larger investments become possible	→	Sequence change within organizational capacity
Your judgment carries more weight	→	Use restraint; say no and not yet when needed
The business expects more	→	Own adoption, outcomes, and consequences

Explain what the money funds—and what the business receives, Reduce the IT Jargon, Explain business outcome does it fund

Security	Reduced exposure
Application development	Capacity, speed, and insight
PMO and delivery	Execution discipline
Service and support	Continuity and productivity

Never leave the audience to translate technology spend into business value.

THE TEST

Do they understand...

- What the business is funding
- What outcomes it enables
- What risks it carries
- What decision—and leadership action—is required

Make the story clear. Earn the trust. Use it responsibly.