

Four ways to put outcomes before solutions

After a sustained period of firefighting and troubleshooting, IT leaders now need to be strategic in their investments. It means looking at the long term – investments that don't start with the IT but begin with outcomes. Adopting this outcomes-based mentality is key to making it all work. When we asked IT decision-makers, nine out of ten recognised that conversations about technology should lead with experience and outcomes.

But how can that recognition be turned into reality? Here are four ways that organisations can put strategic outcomes before IT solutions.

1

Embrace strategic leadership

IT leaders have become used to too much troubleshooting. More than nine out of ten (91%) think they are perceived as reactive troubleshooters within their organisation – a by-product of the pandemic.

Then, it was all about keeping everything operating and spinning various IT plates in the midst of great change. Now, it's about strategic thought.

Empower IT leaders to lead from the front, acting as a strategic partner and ensuring a common, outcomes-driven and transparent purpose permeates throughout the organisation.

2

Focus on experience

Whether it operates in the public or private sector, an organisation will have touchpoints with all sorts of different audiences – existing customers, potential customers, citizens and employees.

Every individual will have their own experience of that interaction. And these human experiences should be at the very heart of defining and developing strategic outcomes.

IT investments must take into account the rapid evolution of these experiences – an everyday evolution that's not going to stop. What's right today might not be right tomorrow. Ensure that investments are incremental, agile and tailored to fit.

3

Build a talented team

Nearly three-quarters (72%) of IT decision-makers think the best IT leaders are those who lead conversations with outcomes, not technology. But the best leaders are often backed by the best teams.

It's important for organisations – and IT leaders – to recruit and train skilled teams who are willing to learn how to be outcomes-driven. Embed critical thinking and problem solving in the team, and use insight and analytics to back this up.

And, if you think there are knowledge and skills gaps within teams and you're not able to fill them, work with a trusted technology partner to move forward.

4

Link outcomes to technology

A strategic, long-term, outcomes-driven direction for your organisation is only going to be effective if it's visible and everyone is on the same page.

The connections between outcomes and IT need to be made clear, so that there's awareness of how technology feeds into the wider strategic picture.

Use the long-term view to make outcomes-driven investments in technology wherever relevant within the organisation. And ensure you measure progress, impact and ROI to keep everything on the right track.

Ready to do more?

By bringing people together, knowing the long-term strategic direction and planning IT investments to fit that future, organisations can look forward to successful times ahead.

At XMA, when you talk about strategic impact, we listen, and apply our years of expertise to deliver the right outcomes for you. You want to build a talented team to drive your business forward. We want to be part of that team.

Contact details

Find out how we can help you achieve your greatest successes:

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