



# Overcome obstacles, focus on outcomes

Top tips for your next move in strategic IT investment



# Looking to the long term

When we asked 500 IT leaders about their future IT requirements, 82% said that their focus needed to shift from short-term solutions to more strategic technology investment.

So, when you're the one making IT decisions, how can you move from reactive IT investment to a strategic approach based on outcomes, not solutions? Our six quick tips can set you on your way.





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STEP

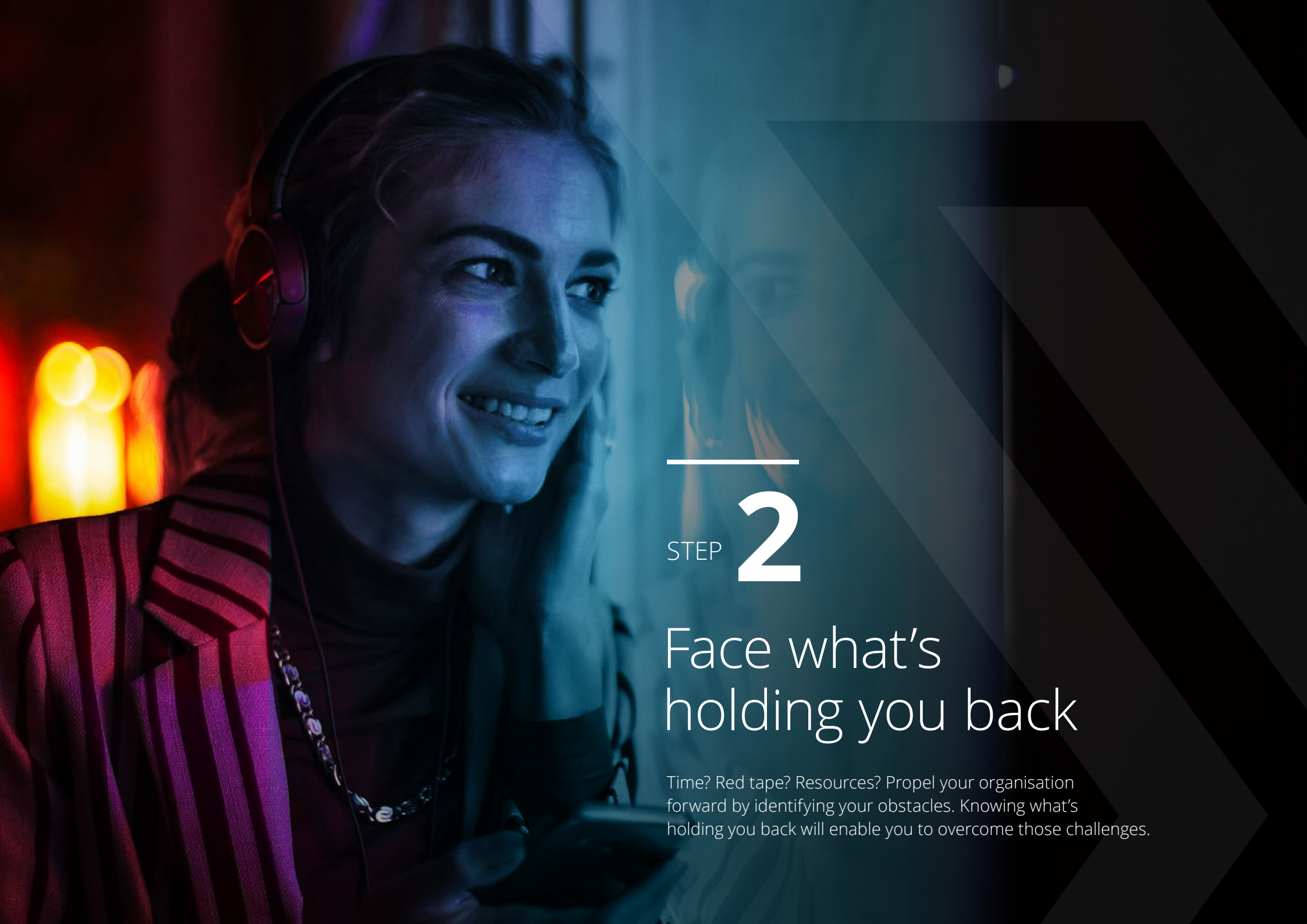
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# Be proactive and lead from the front

While 2020 was the year of the tech troubleshooter, that's no longer sustainable. Move on, and demonstrate your strategic IT leadership by driving an outcomes-based approach.







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STEP **2**

## Face what's holding you back

Time? Red tape? Resources? Propel your organisation forward by identifying your obstacles. Knowing what's holding you back will enable you to overcome those challenges.





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STEP **3**

Understand what you can  
do with the IT, not just what  
the IT can do for you

Don't just look at the tech, look at where it's going to make a long-term difference. Your main focus should always be on your desired outcomes and the experiences you want to create.



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STEP **4**

# Invest one step at a time

Incremental gains are the way to go. You can't meet your outcomes overnight and nor is it a finite process, so transform and connect different people's experiences at your own pace.





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STEP

# 5

## Make your technology ultra-relevant

While tech is important in creating the right experiences, it needs to be so seamless and fit-for-purpose that it's almost invisible. Aim to integrate IT to the extent that it's used, not seen.







STEP **6**

# Engage the right partner to help you focus on outcomes, not solutions

Facing a skills gap or just looking for some support? Help is out there. At XMA, we apply our business, market and working insight to your specific needs. Nearly three quarters (74%) of IT decision-makers say technology partners could do more to help them define and deliver against outcomes. We'll make that difference.





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## CONTACT US

Learn how XMA can help you make  
the impact you want to make.

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