



Strategic leadership of technology

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Objective of presentation

- **Looking at key points**

(NB: it is important to study the paper and its links as such for a more comprehensive picture)



Looking at specific ingredients: basis for empirical analysis



- **Leadership success: e.g. Ford, Apple, Honda**
- **Leadership failure: e.g. Kodak, GM (to some extent)**

Strategic planning and management

- **A generic model**



Strategic information systems

- **Key elements**



Mission and vision

- **Review of the fundamentals**



Strategic leadership

- **What it is?**



A blueprint for strategic leadership

- **Specific elements**



Anatomy of strategic leadership

- **Specific elements**



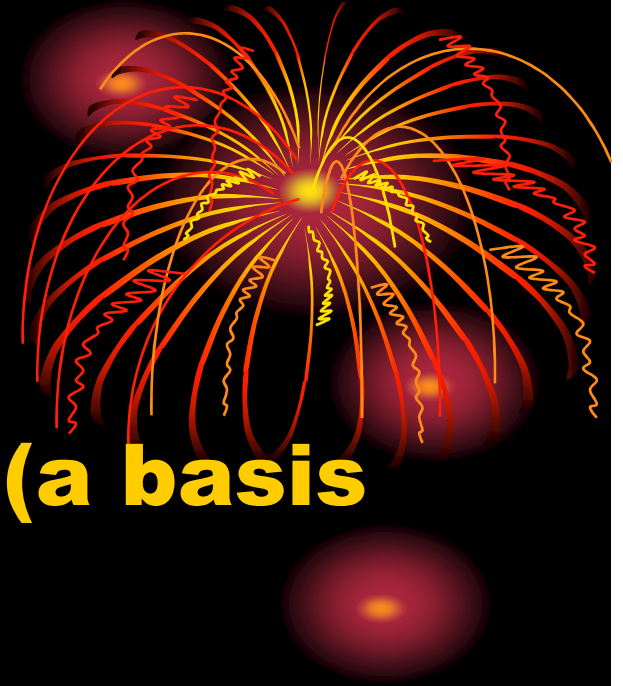
How Kodak missed the digital photography revolution

- **Key aspects**



How Kodak failed

- **A look at the specifics (a basis for lessons learned)**



How Apple invented the future

- **Key aspects**



The decision loom

- **What it is all about and why it is important**



Innovation through strategic partnership

- **Practice at Honda**



Academic outreach initiative

- **Honda's example**



How to create leaders

- **IBM and CISCO**



Strategic leader

- **Mulally at Ford: making all the difference**



Conclusion

- **Importance of case studies
(recall credo of Harvard
Business School)**

