

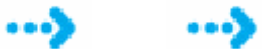


BCS PROFESSIONALISM PROGRAMME

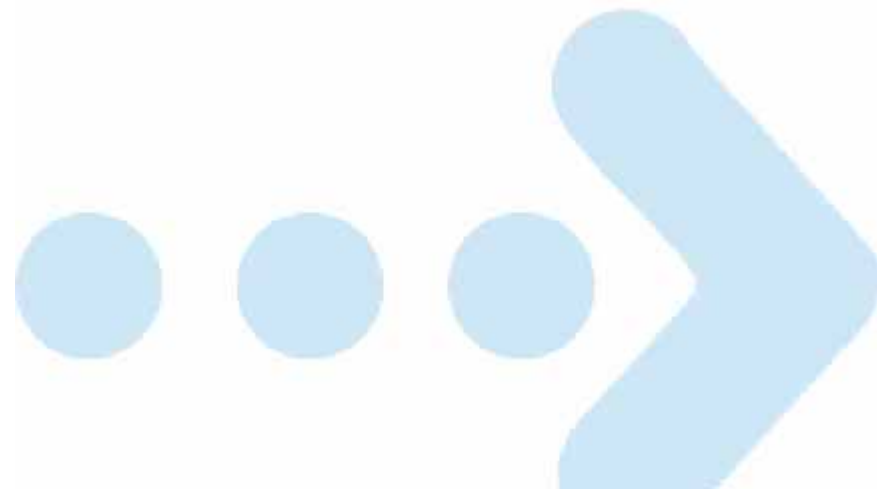
Charles Hughes
Deputy President

AGENDA

- The Issues
- Where we've got to
- Programme and plans



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Failure Statistics:

- 75% of all IT projects exceed budget and schedule (Gartner)
- 33% fail altogether (Gartner)
- 80 to 90% of IT investments do not meet performance objectives, 80% are delivered late and over budget and 40% are abandoned as failures (OASIG)
- Annual cost of IT failure in Western Europe \$140 Billions (Gartner)



Public Comments - (Andrew Pinder – E-Envoy)

- Government IT projects have failed due to ‘incompetent suppliers providing crap solutions’
- ‘Let’s be honest about this, there have also been suppliers who have lied to us’

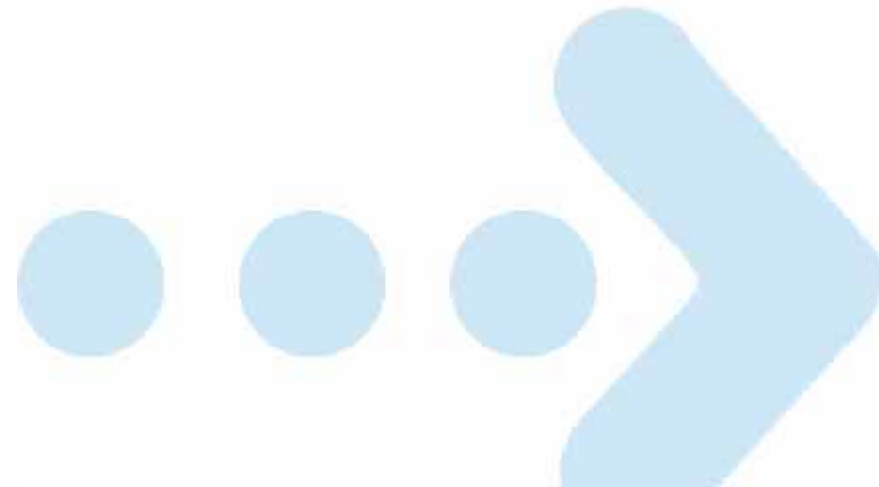
Public Comments - (Sir Peter Gershon - Head of OGC)

- ‘Every day we are faced with suppliers who make exorbitant claims about the performance of their products and we are bitterly disappointed.’



INTELLECT'S CONCERNS

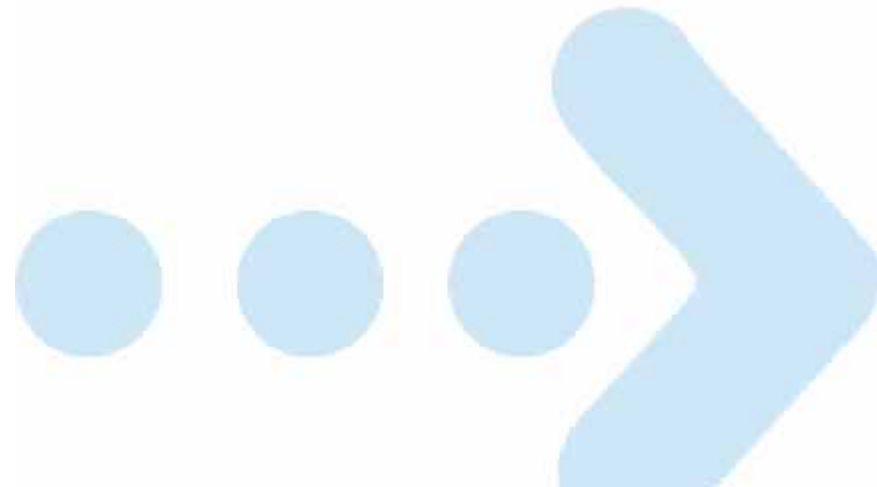
- Negative perception of IT companies
- Impacting critical aspects of the IT industry, including:
 - reputation
 - recruitment
 - bidding for international projects



- **ProfIT Project 2003**
- **“IT Supplier Code of Best Practice”**
- **IT Professionalism Programme 2005**



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- Professionalism is the key to improved performance
- Delivering quality systems and services requires professionalism across all aspects of an organisation working to professional standards and processes
- This is an IT industry problem and needs a co-ordinated, industry-wide approach



Commitment 9

We will only nominate individuals for specific roles or as team members whom we judge to have the necessary authority, skills and experience and are expected to be available. Their contribution to customer satisfaction and successful programme delivery will be encouraged and recognised.

Commitment 10

We will encourage our staff to acquire and maintain appropriate professional standards and individual competencies. We will work towards a common and agreed framework for specific roles and associated competencies.



Programme Sponsor: Charles Hughes Deputy President

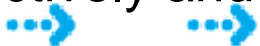
Programme Director: Colin Thompson Deputy Chief Executive

Purpose:

A managed programme to give substance to the ambition of the BCS to lead the *profession of the 21st century* and to build IT professionalism to the level at which it exists in other areas of professional activity.

Objective:

By increasing professionalism, to improve the ability of business and other organisations to exploit the potential of information technology effectively and consistently

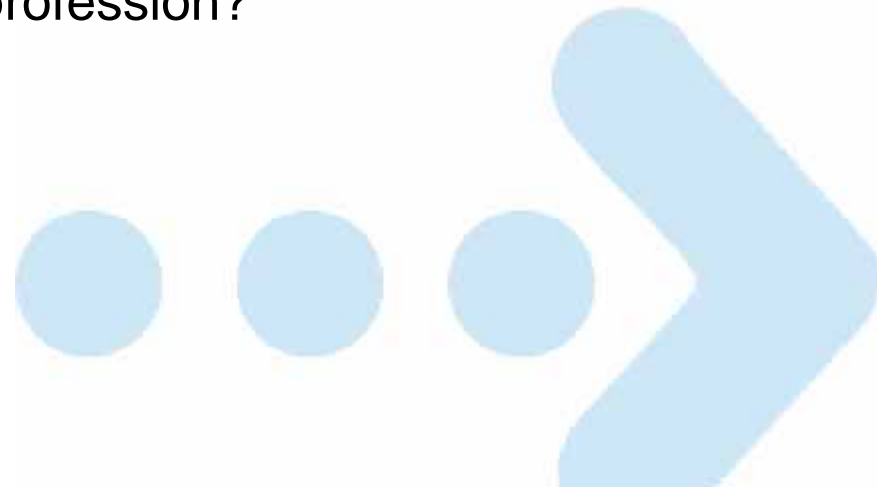


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The Key Issues

1. Professionalism - what is it?
2. The IT profession – what is it?
3. Effective exploitation of IT – what does it look like?
4. How do we develop a valued IT profession?





PROFESSIONALISM - WHAT IS IT?

Professionalism is an aspirational standard, rather than a set of minimum requirements, the essential elements of which are:

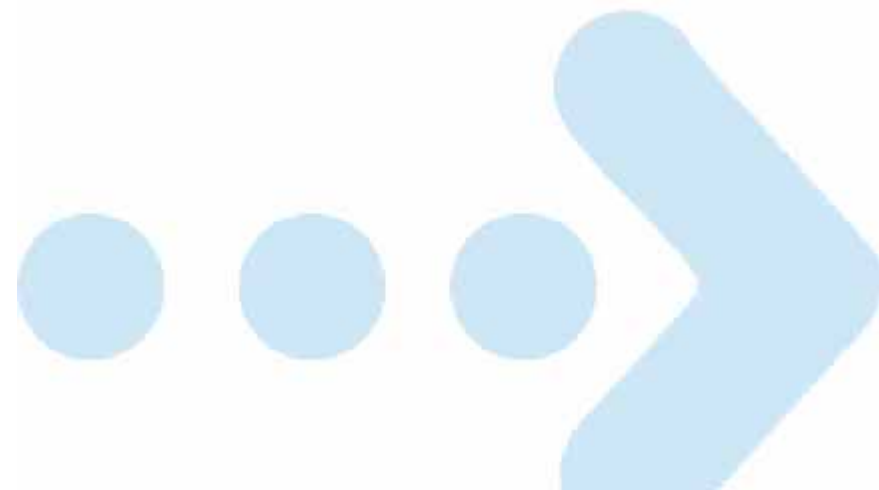
→ Competence

→ Integrity

→ Service

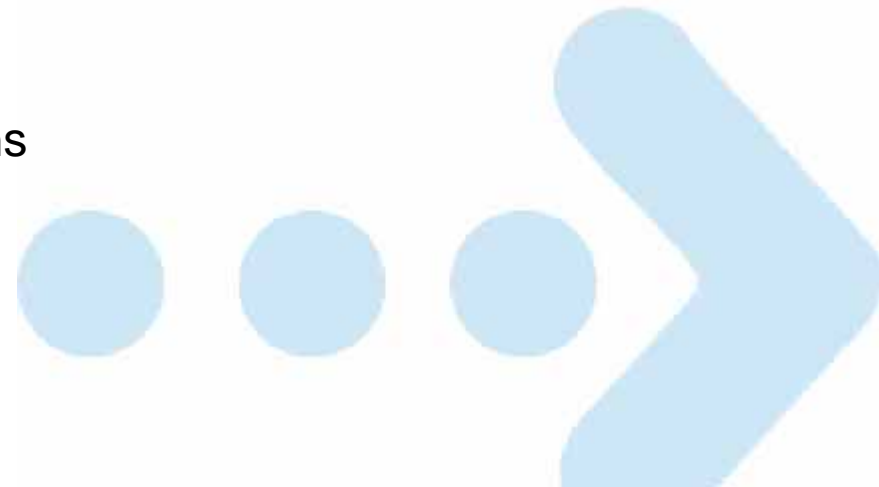


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Competence

- Relevant, up to date skills and capabilities appropriate to the particular task
- A broader foundation of relevant experience, knowledge and understanding
- A clear understanding of all relevant standards and established good practice
- Competences and skills:
 - Supported with relevant qualifications
 - Maintained through CPD



Integrity

- A commitment to abide by a code of conduct which is recognised by the professional community and leading to
- A set of obligations and responsibilities which sit alongside, and may in certain circumstances take precedence over, the contractual obligation to an employer
- A commitment to follow relevant standards and established principles of good practice

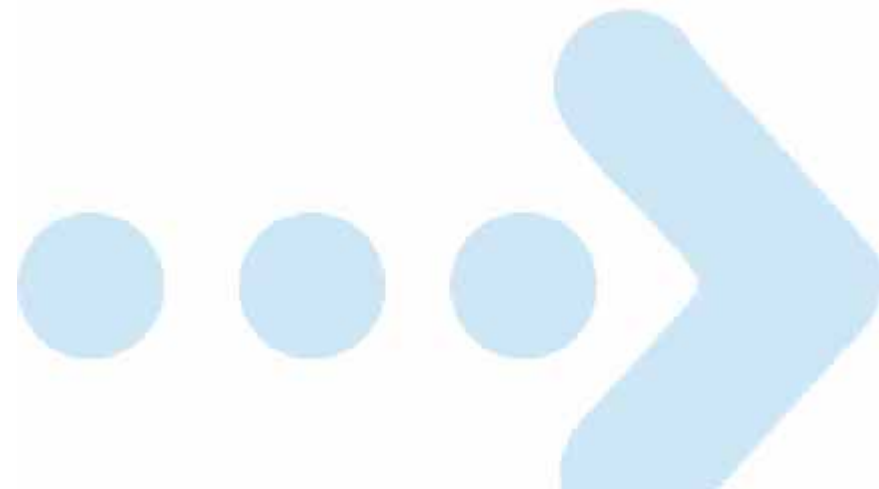


Service

- Regard for and contribution to the public good
- Social responsibility
- Commitment and contribution to the profession



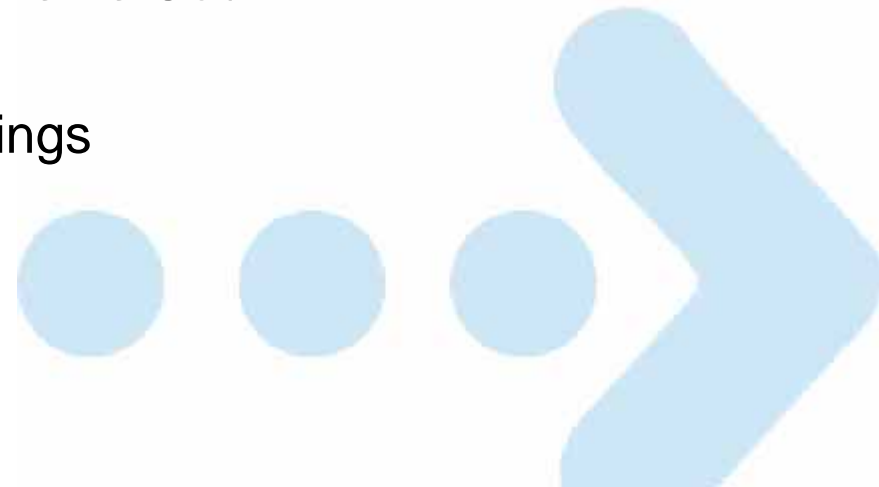
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'To me, the essence of professionalism is a commitment to develop one's skills to the fullest and to apply [them] responsibly to the problems at hand. Professionalism requires adherence to the highest ethical standards of conduct and a willingness to subordinate narrow self-interest in pursuit of the more fundamental goal of public service.'

Justice Sandra Day O'Connor – US Supreme Court

Doing things right and doing the right things





THE IT PROFESSION – WHAT IS IT

The IT profession

Essentially an Engineering/Technical profession, responsible for the effective delivery of systems to meet requirements specified by '*the business*'

Or

A business focussed profession, with a base of both technical and business competences, playing a full part at all stages of IT enabled business change programmes and projects



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To achieve a more professional approach to the exploitation of IT, we need an IT profession which:

- Is able to play a full part in all stages of IT exploitation
- Is seen as – and sees itself as – an integral part of the business
- Has appropriate non-technical skills, including management, business and leadership skills, as core competences.
- Lays greater emphasis on the accreditation of current capability and competence
- Demands greater personal responsibility on the part the practitioner.
- Is attractive to a wider group of entrants than at present – including those groups alienated by the current image of the profession



We need to understand the key characteristics of organisations that exploit IT effectively:

- What are the cultural and environmental issues?
- Who needs to be involved and what skills do they require?
- What is best practice in terms of roles, responsibilities, structures, processes and relationships?
- What roles do IT professionals play and what skills do they require?

We can only establish that understanding by working in partnership with individuals and organisations in the wider business community



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The Aim

To build an IT profession that is respected and valued by its stakeholders - government, business leaders, IT employers, IT users and customers - for the contribution that it makes to a more professional approach to the exploitation and application of IT.



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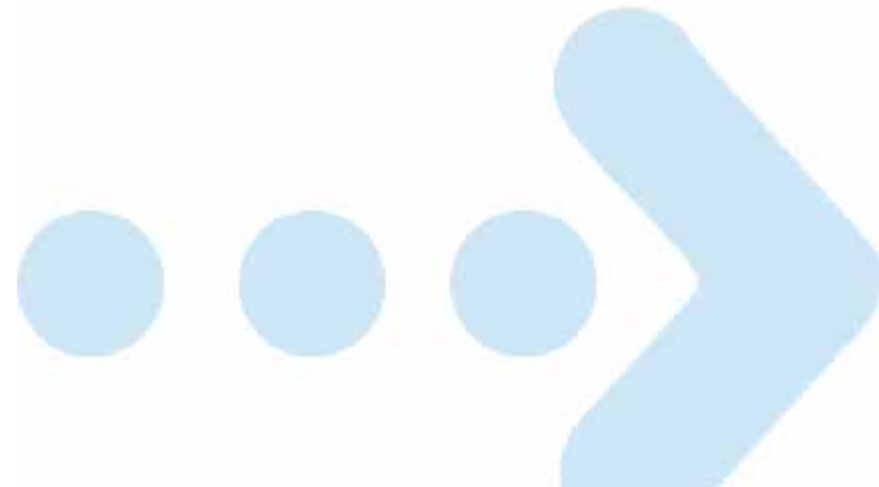


Developing the IT profession to meet this objective:

- Must be undertaken in consultation with the stakeholder community - particularly the employer community
- Will require a significant change in our view of professional formation – including entry requirements, academic requirements, career development paths and ongoing training and development
- May change the nature of the services and support required from the major professional bodies
- Should prompt a debate on regulation
- Professionalism is difficult



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1. Working with government

- Liaison with the Head of Professionalism for government
- BCS/e-Government Unit conference in October as part of the UK EU Presidency

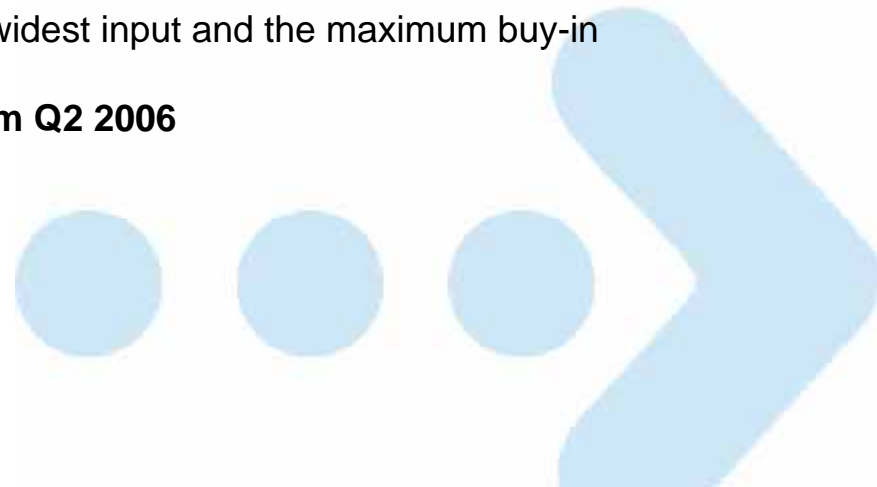
2. Effective exploitation - working with Chartered Management Institute and the Change Leadership Network

- Jointly branded BCS/CMI/CLN programme
- Core team at CEO level to lead and steer effective exploitation agenda
- Wider Advisory and Experience Sharing Groups

3. Developing the IT profession

- Steering Board representing main IT stakeholders
- Advisory and Experience Sharing Groups for widest input and the maximum buy-in

4. Planning for a major conference on professionalism Q2 2006



John Leighfield – RM Chairman

Jim Norton – IOD

JP Rangaswami - CIO, Dresdner Kleinwort Wasserstein

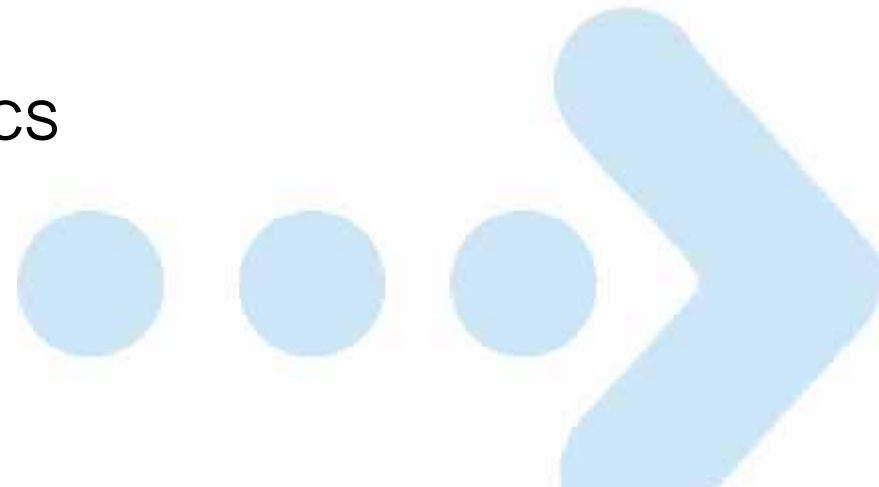
Ian McCaig – COO, Lastminute.com

Richard Christou – Executive Chairman, Fujitsu Services

John Woodget – CEO, Intel UK

Maggie Miller – CIO, Sainsburys

Charles Hughes – Deputy President, BCS

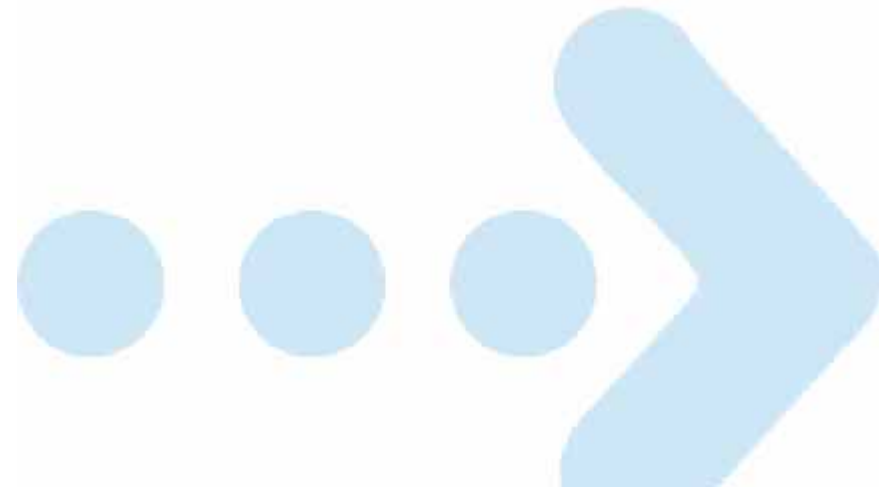


“I'd love to join the Steering Board; I would consider it an honour, and it is something very close to my heart. Over the last few years I have tried , without success, to convince various industry bodies that something of this sort was needed. I guess it marks a rite of passage for the maturing of our industry. “

JP Rangaswami - CIO Dresdner Kleinwort Wasserstein



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3 Phase programme over 5 years

→ Phase 1 – Setting up

Setting the vision and gaining commitment

Identifying key areas for action and the approach to be adopted

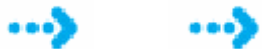
Generating impetus and commitment to engage in the change.

→ Phase 2 – Development

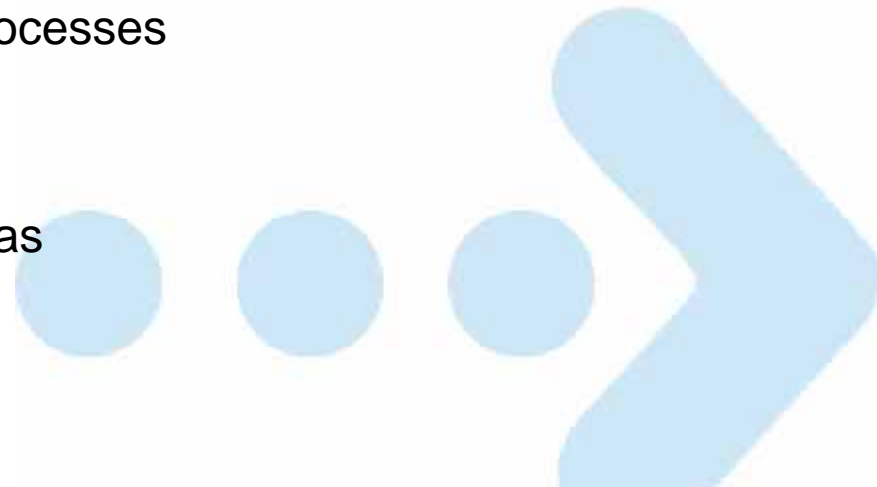
Developing and implementing new frameworks, standards and key supporting products, services and processes

→ Phase 3 – Consolidation

Filling the gaps and extending to all areas



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April – June 2005

- Build Steering Board
- Complete Stakeholder analysis
- Build Communication and engagement plans

July – September 2005

- Build Advisory Network
- Develop the vision
- Build research plans

September 2005

- Agree objectives and plans with Steering Board



October 2005

→ Joint BCS/EGovernment Unit conference as part of UK Presidency of the EU

November 2005

→ Ministerial conference under UK presidency

October 2005 to March 2006

→ Complete research programme

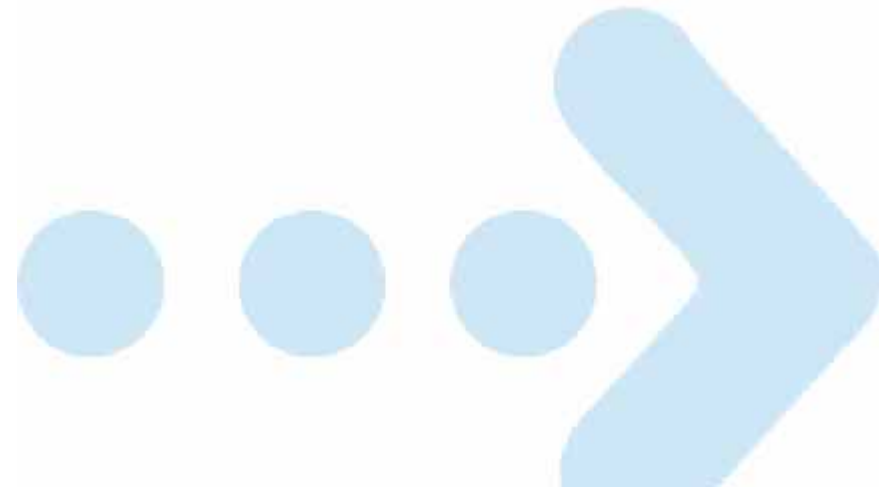
→ Develop 4 year plan for development of the profession

April 2006

→ Conference to launch the new IT Profession



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Making IT the Profession of the 21st century