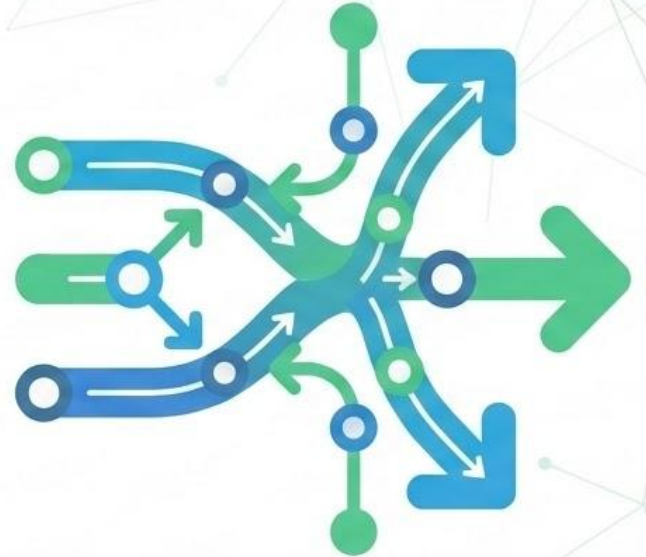


Technology Leadership Series Post 2:

Session 2

Deploy-Innovate-Propagate + Agility in solutioning

Nov 01, 2025



Session Focused On



Agile Outcomes:

Why outcomes in technology look fundamentally different in an Agile world?



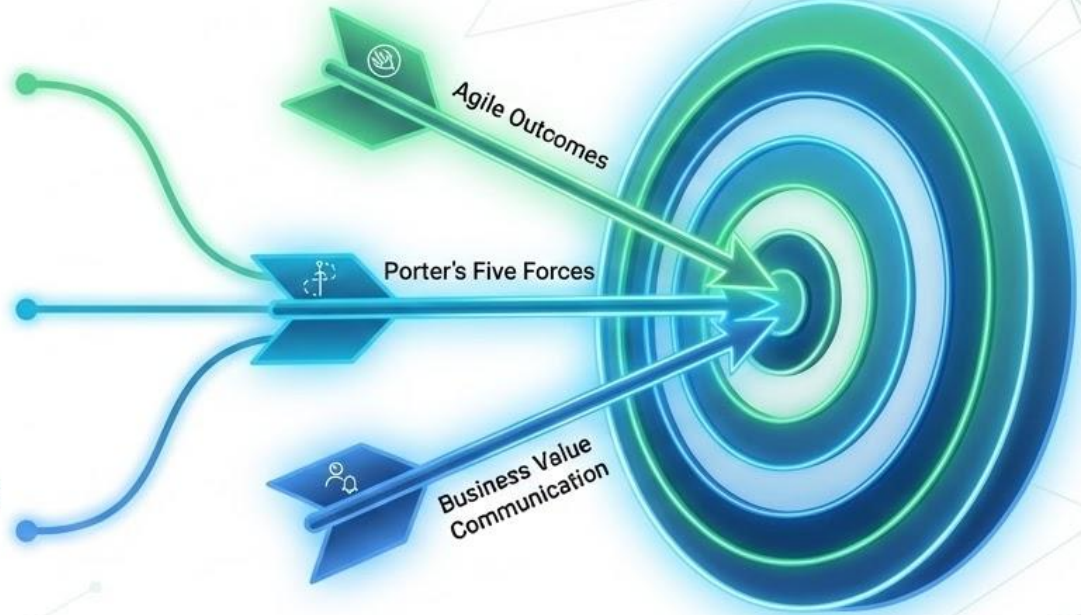
Porter's Five Forces:

What Porter's Five Forces imply for technology leadership decisions?



Business Value Communication:

How Technical Leaders can communicate technology value in business terms.



From IT Stewardship to Value Generation

- Expected to move beyond operational stewardship
- The goal: Strategic Alignment of IT (SAIT)



When Companies Become Technology Companies

Should a firm eventually abandon its original core competency to become a technology company?



FedEx

famously described itself as
“a technology company
enabled by transportation”



Zomato

tech company or urban
logistics firm?

Technology Value Search

Leaders must conduct a structured Technology Value Search using:



1. Corporate unbundling



2. Value chain deconstruction



3. SWOT analysis



4. Competitive forces analysis

Rethinking the Traditional Organization

Customer Relationship Business

- Battle for scope
- High acquisition costs
- Customer-first mindset

Infrastructure Business

- Battle for scale
- Cost efficiency
- Standardisation and predictability



Product Innovation Business

- Battle for talent
- Speed to market
- Creativity over efficiency,

Porter's Five Forces: Revisited for Technology Leaders

