

# Exploring Information Technology Success and Failure

*David Washburn helps organizations optimize the way people work together to ensure I/T project success.*

## David Washburn International Speaker and Consultant

Over the course of 25 years working with organizations, David has become aware of the critical importance of "people factors" in I/T projects.

David has worked for major healthcare institutions and a top I/T consulting company in Boston. He spent two years in Geneva, Switzerland consulting at the United Nations. For eight years, he worked as an I/T manager at an agri-business bank, where he became the Director of Information Services. David has a degree in psychology from Boston University. He founded Amherst Information Architects in 1989.



## In the news

David has been interviewed on business and technology topics, and his work has been highlighted in the following publications:

- **The New York Times Business Section**
- **The Sunday Boston Globe Magazine**
- **Tech Trending: The Technology Survival Guide for Visionary Managers** by Amy Zuckerman
- **Information Centers: Strategies and Case Studies** by Shaku Atre

## Partial list of clients

- Aetna Life Insurance Company
- Aventis Australia
- Brunei Darussalam, Office of the Prime Minister
- Corporate Leaders' Forum, Digital Equipment
- Farm Credit Banks of Springfield
- Harvard University Institute for International Development
- Institute for Organizational Effectiveness
- International Labor Organization, Switzerland
- Centre IWACU, Kigali, Rwanda
- National Retail Banking and Operations Conference (keynote speaker)
- Regulatory Commission of Alaska
- Sikorsky Aircraft, a Division of UTC
- Springfield Area Council for Excellence (SPACE)
- University Center for International and Area Studies  
Yale University

## Talks

David speaks to audiences of business leaders, managers and I/T professionals. He makes presentations at conferences, business meetings, and business associations. Here are some popular topics:

- **Why the wheels fall off of 70% of I/T Projects: The top reasons are all non-technical**  
This talk explores the top reasons why so many I/T projects struggle to meet expectations and budgets.
- **Are Business and I/T People Really Different? The answer is yes!**  
This talk looks at just how business and technology people are different, and how those differences impact I/T project outcomes.
- **I/T Projects Serve Only One Purpose: To Promote Change**  
All I/T projects change the way an organization operates. This talk examines the three types of change I/T projects bring about. Understanding the nature of the change, whether intended or not, can dramatically impact the success of a project.
- **Using Information Technology to Change or Reinforce Organizational Culture**  
This talk explains how I/T can be used as a tool to promote change or to strengthen an organization's culture.

## Panel Discussions

David can facilitate or participate in lively interactive discussions on topics such as these:

- **Exploring the root causes of I/T project failure**
- **Exploring the key factors that promote or inhibit I/T projects and project teams**
- **What organizations can do to realize the full potential of their I/T investments**

## Seminars

Here are examples of seminars that David has developed and taught for clients and at public seminars:

- **Strategic I/T Planning**
- **Building Effective I/T Project Teams**
- **Designing Executive Information Systems**
- **Strategies and Techniques for Developing End-User Support Organizations**

## Complimentary Consultation

David develops custom materials to suit the needs of his clients. Call for a free consultation to discuss your specific objectives and business requirements.

# Amherst Information Architects

## How we make I/T projects work better

### Success and failure of I/T

70% of I/T projects fail to meet expectations, and 18% are never fully implemented. Despite advances in technology, business savvy and technical expertise, I/T projects falter or fail at an alarming rate. Why?

***Our experience has shown us that many I/T projects simply do not address the "people factors" that are required for success.***

### What we do to make projects succeed

We provide services that are designed to eliminate the most common causes of I/T project failure. We focus on:

#### Assumptions

We help you reap dramatic savings by exploring and challenging the assumptions that shape initial decision-making.

#### Clarity

We ensure that project documentation is relevant, appropriate, clear and agreed-upon by all key participants.

#### Communications

We facilitate effective communication within your team, preventing many misunderstandings and conflicts.

#### Project ecology

Project ecology refers to the "fit" of the project in the organization. Our job is to make sure that the projects you undertake are "ecologically" sound.

#### Teams and Teamwork

Teams often plunge into projects without regard for team dynamics and process. For this reason, teams meander through the same minefields that have plagued I/T projects for decades. We make you aware of important considerations that enhance a team's effectiveness.

#### Change

During any significant I/T project, requirements change. We help you create a "team process" to evaluate the impact of changes—and to make smart decisions that will keep the project moving toward success.

#### Leadership

We have developed a strategy that encourages teams to seek advice and motivates leaders to stay involved, helping the team deal with problems as they arise.



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