



Today's I.T. professionals are partners, consultants, and strategists—not just technologists. They must provide business solutions as well as technical solutions, feel as comfortable with people as they do with technology, and be as adept at consulting as they are at computing. Downsizing of resources and the constant introduction of new systems call for I.T. professionals with a wider set of skills, broader responsibilities, and increased flexibility.

What skills do I.T. professionals need to be effective? As resources diminish while the demand for information increases, I.T. professionals are constantly having to influence and negotiate with others. Listening to and identifying needs is key to client satisfaction. Developing a vision based on shared goals is vital to gaining commitment. Managing expectations, promoting ideas, and negotiating high-quality agreements when conflicting interests prevail are all emerging as key I.T. skills.

SMS provides the skills I.T. professionals need to excel, not just survive, in their rapidly changing roles. Hundreds of I.T. professionals have attended our programs in influence, consulting, negotiation, innovation, and project management over the past few years. Here are some recent examples:

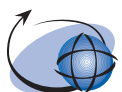
- Our *POSITIVE POWER AND INFLUENCE® Program* has helped I.T. professionals in a major snack foods company implement a partnership approach with internal clients.
- A large mid-western insurance company uses our *Positive Negotiation Program* to teach its I.T. staff how to resolve conflicts over resources and priorities and how to reach quality agreements with internal stakeholders.
- Our *POSITIVE POWER AND INFLUENCE® Program* is a core communications course for the I.T. professionals in one of North America's largest banking organizations.
- We developed a customized influence program for a large I.T. consulting firm to help its consultants build stronger client relationships.

SMS provides on-site programs, consulting services, public workshops, and trainer certification options. Founded in 1976, we currently work with clients in 40 countries and in 15 languages.

For further information on how SMS can benefit your I.T. staff, please contact your account manager or SMS. We will be happy to provide references from clients in the field of information technology.

Our clients include I.T. professionals from a wide range of organizations, including:

Hewlett Packard • Bank of Montreal • Kellogg's • GlaxoSmithKline
• Pfizer, Inc. • The Procter & Gamble Company • Foth & Van Dyke, LLC



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