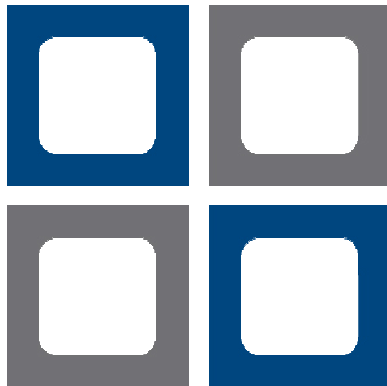
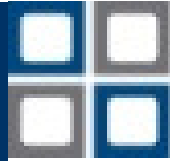


IT Entrepreneurship & Key Perspectives for Success



AITP National Collegiate Conference
March 27, 2010

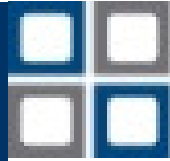
Presented by
Donny C. Shimamoto, CPA.CITP



Audience Poll #1

- Where are you in your career?
 - Interested in IT (but not in the major yet)
 - Took 1–2 courses within the major
 - Midway through the major
 - Graduating senior
 - Already graduated
 - Practicing IT Professional
- Already consult “on the side”?

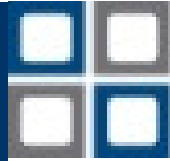




Audience Poll #2

- What do you want to get out of this session?

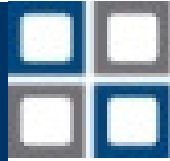




Donny C. Shimamoto, CPA.CITP

Background & Experience

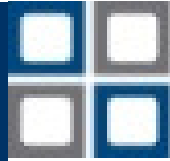
- BBA from University of Hawaii at Manoa
 - Accounting
 - Management Information Systems
- Alumni of PricewaterhouseCoopers LLP
 - Strategic Technology Group
 - Financial Audit and IT Audit
 - Washington Consulting Practice
- Founder of IntrapriseTechKnowlogies LLC
 - Organizational Development advisor with a focus on Business Intelligence and Performance Management
 - Business Process Improvement with emphasis on internal controls and technology risk management
 - IT Outsourcing for small and middle market organizations



Donny C. Shimamoto, CPA.CITP

Involvement, Awards, and Recognition

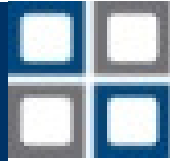
- American Institute of CPAs
 - Assurance Services Executive Committee (2009+)
 - Co-Chair, Business Intelligence Workgroup (2009+)
 - IT Executive Committee (2006–2009)
- Association of IT Professionals
 - Honolulu : Director (2008), Treasurer (2009), President (2010)
 - National: Chair, Governance Task Force (2009+), National Strategic Planning Committee (2009)
- Awards & Recognition
 - Top “40 Under 40” Accounting Professionals in the US
 - 2007 & 2009, CPA Technology Advisor Magazine
 - Top High Tech Leaders in Hawaii
 - 2004, Pacific Technology Foundation & Technology News Network



Today's Session

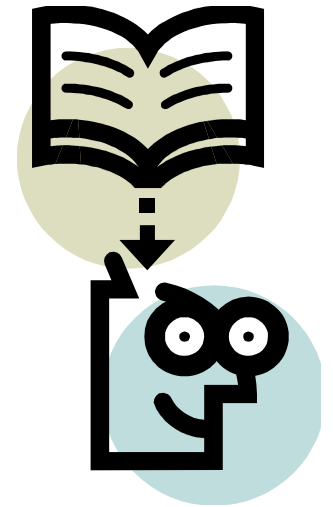
- Key Perspectives for Success
 - Before You Graduate
 - Finding a Job / Starting Your Career
 - Transitioning from School to Employment
 - Working Earning Your Way Upward
 - Creating Opportunities
- IT Entrepreneurship
 - Know Yourself and Your Niche
 - Balancing Business & Technology Skills
 - Client/Customer Satisfaction is Key

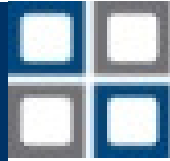




Before You Graduate

- Go beyond the classroom
 - Read trade / professional journals
 - Read professional certificate tracks
 - AITP, PMI, ISACA, IIBA, ISSA, TDWI
 - Talk to professionals
 - Visit a professional chapter
 - Ask questions about how they got to where they are
 - Ask them about the things you read about
 - Read the newspaper, WSJ, other business papers
 - Read for understanding, context, and application
 - Read, read, and read some more

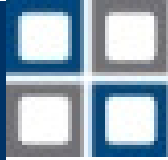




Before You Graduate

- Take Advantage of Internships
 - A great way to get exposure to the workplace
 - Learn more about an interest area
 - Learn more about a company
 - Without having to commit 40 hours per week
 - Without having to commit to a long period of time
 - Go in with the right attitude
 - Be there to learn
 - Be there to help
 - Keep an open mind
 - You get what you put into it





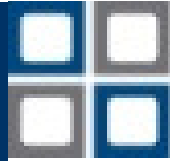
Finding a Job / Starting Your Career

Job

- “Work to Live”
- Do the work
- Good at the work
- Work because I have to
- Pays the Bills
- Work is secondary
- Work gets done
- Retire as soon as possible

Career

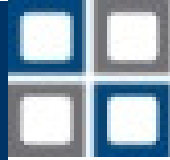
- “Live to Work”
- Enjoy the work
- Passionate about work
- Work because I want to
- Pays the Bills (hopefully)
- Work–Life Balance
- Work gives satisfaction
- Life–long commitment
 - Even after retirement



Transitioning From School to Work

- The workplace is not a learning lab
 - Sometimes there isn't a right answer
 - Sometimes no one knows the answer
 - It is not acceptable to fail
 - But it is acceptable to make mistakes
- If there is an error:
 - Will it cause downtime?
 - Who is affected? How badly?
 - Can I back out of it?
- Communicate, communicate, communicate

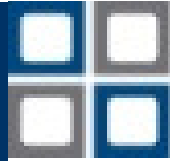




~~Working~~ Earning Your Way Upward

- The great criticisms of the incoming generation (that's YOU)
 - They are impatient and just want to jump in
 - They don't listen to what I say
 - They think they know more than everyone
 - They don't respect the people above them
 - They don't want to work hard
 - They're not focused on work
- Do you think this is true?

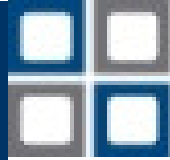




Working Earning Your Way Upward

- Recognize that every generation has its own way of working
 - Find a balance between what they want and what you want
- Respect the older generations
 - Figure out what you can learn from them
 - Try to understand why they think a certain way
- Reverse Mentor the older generations
 - Help them understand the social technologies
 - Help them understand how you are thinking

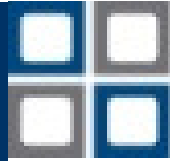




Creating Opportunities

- By recognizing THEIR needs:
 - You will earn their respect
 - You will understand why they do the things that they do
 - You will help them grow
- This is benefit YOU:
 - They will be more open to your ideas
 - They will provide you with opportunities
 - They will help you grow
- It must be a win-win situation for everyone

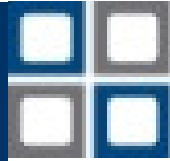




Key Perspectives for Success

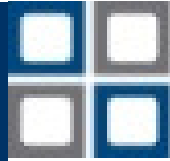
- Read and do internships before you graduate to help find your interests
- Figure out your job/career path
- Adjust your work approach to the work environment
- Earn your way upward by
 - Working WITH the older generations
 - Ensuring a win-win situation
 - Get them to want to open opportunities for you
- Work your passion and have fun!





IT Entrepreneurship

- Entrepreneurial attitude is no longer just for those seeking to own their own businesses
- Successful CIOs take a business approach to managing their IT departments
 - IT is no longer just a cost center, but also a **revenue generator** and **value contributor**
 - IT needs to partner with other departments to enable them to make the best possible use of technology
- To be successful in IT you need to be entrepreneurial in all that you do

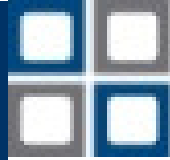


IT Entrepreneurship

- My Career Path

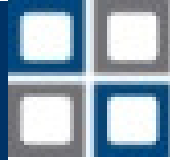
- 1 year high school job
- 2 years campus/student jobs
- 5 years at PricewaterhouseCoopers
 - 2 years Internal IT Intern
 - 1 year Financial & Systems Audit
 - 2 years Management & IT Consulting
- <1 year at large local IT consultancy
- Then I started my own consulting firm
 - In 2001 at the age of 26; 9 years ago
 - From 1 intern in 2002 to 15 full-time staff today





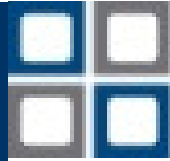
Know Yourself and Your Niche

- Self-Awareness is your greatest asset
 - Recognizing what you're good at
 - And also what you're not good at
 - Recognizing how you interact/affect others
 - And how to adjust your behavior to match the situation
- Self-Discipline is a must
 - Knowing when to work and when to play
 - Restraining when necessary
- Self-Confidence must be balanced
 - Take educated risks, within your risk appetite
 - Don't oversell or undersell yourself



Know Yourself and Your Niche

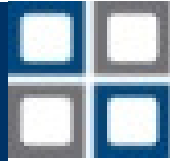
- Can you be successful in your niche?
- Hedgehog Principle from “Good to Great”:
- A business can be great if:
 - It can be the best at what it does
 - It is passionate about what it does
 - What it does enables financial stability
- You must be passionate about something that you are ~~good~~ great at and...



Balance Business & Technology Skills

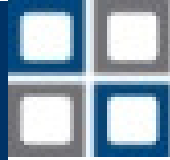
- balance IT with business skills
- Key Business Skills
 - Strategic Planning
 - Marketing
 - Customer Service
 - Accounting & Taxes
 - Project Management
 - Human Resources (*if you want employees)
- Outsource/hire the skills that you lack





Client/Customer Satisfaction is Key

- Customers are the end-point consumer
- A disgruntled customer will cause issues
 - They'll be a thorn in your side
 - They'll refuse to pay you
 - They'll tell everyone how bad you were
- Always strive to exceed their expectations
 - They keep hiring you / buying from you
 - They are more loyal to you
 - They will help you win other customers
 - They will refer more business to you

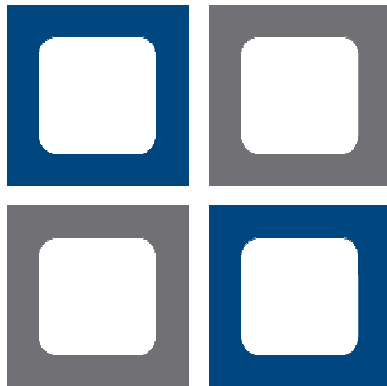


Knowing is key to IT Entrepreneurship

- Know yourself
 - And whether entrepreneurship is for you
- Know your niche
 - Excellence, Passion, and Finances
- Know your business (skills)
 - Learn it yourself or outsource it
- Know your clients
 - What do they want? What do they expect?
 - How can you exceed their expectations?
 - Turn them into a sales force for you



Closing Thoughts and Questions?



Thank you for your
participation and attention

Feedback or questions are always welcome: donny@myitk.com

Donny Shimamoto, CPA.CITP