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Quote of the Month

"Divide and rule, a sound motto. Unite and lead, a better one."

- Johann Wolfgang von Goethe

Get Linked In with Accent Global



Accent Global's social Media campaign continues this month with the roll out of the Accent Global Linked In site.

We invite you to get linked in to Accent Global and our consultants.

Linked In is a business oriented social networking site with over 40 million



"Driven by Quality, Ethics, and Innovation, to maximize our customers' IT efficiency and workforce productivity."

Dear Friends of Accent Global,

You are receiving this newsletter as the result of contact with one or more Accent Global Consultants.

This month we roll out our "Linked In" presence. As mentioned in last month's Newsletter, Accent Global is aggressively establishing a presence on the social media network. This month we invite you to get "Linked In" to Accent Global. Read the article "Get Linked In with Accent Global" for more information.

As always, we welcome your suggestions for this newsletter and we offer you the opportunity to opt out if you wish.

Dennis Lasley
Director, Business Development
Accent Global System Architects LLC

"Connecting your business with its technology!"

Business Leadership-Incorporating IT

*"Why Treating IT **Differently** May Not Be The Best Approach."*

Many organizations treat IT as a uniquely separate business unit within the organization. IT is dealt with differently than most other business units, in both how they are communicated with and how their performance is measured. This approach may seem to be working for your organization. However, by isolating IT from the business, IT often is forced to make decisions with very limited information, which may not

registered users.

Launched in May 2003, the site is primarily used for professional networking.

We encourage all our consultants to establish and maintain a Linked In account to build their professional networks.

We invite you to get linked to Accent Global or to one or more of our consultants. We will do our best to get you linked to the people or communities that you need for your business or personal career development.

If you have any questions please let us know.

Also, please check out Twitter and Facebook as we plan to roll out sites on these networks in the near future.

See you soon on a social media network!

Accent Global Campaign Sites

Coming Soon to:

facebook

twitter

Ning

be in the organization's best interest. The resulting problem is factional decision-making.

Factional decision-making is when decisions are made based upon the goals of individual business units, versus the goals and objectives of the broader organization. These factional decisions may not only lack consideration of organizational goals or objectives, but also completely contradict them. The more uniquely separated IT is from the rest of the organization the more problematic factional decision-making becomes.

Although each organization is different, some common strategies can help resolve this problem:

1. Develop and use a blueprint to communicate with business and technology executives to develop a common understanding of the business and how its technology infrastructure fits into the organization.
2. Develop a comprehensive organizational strategic plan, not separate business and IT strategic plans.
3. Conduct business and technology executive retreats or workshops to improve communication and decision-making processes among these stakeholders.
4. Find innovative ways to cascade executive management integration down to lower levels in the organization. Develop key performance indicators (KPIs) for mid and lower-level managers that measure their success in aligning business and technology.

Take steps to improve communications and to better align business and technology with the overall objectives of the organization. Unite and lead! Try to avoid isolating IT from the other business units in your organization. Remember, IT goals and objectives should always support the organizational goals and objectives.

Related Article:

Why IT and Business Can't Get In Sync

By Tony Kontzer

<http://www.cioinsight.com/c/a/Trends/Why-IT-and-Business-Cant-Get-In-Sync-103619/>

Special Thanks!

[Accent Global Company Picnic](#)

The Partners of Accent Global would like to extend a special thanks to all participants in this year's annual picnic. The "Deadliest Catch" theme was a huge success, with great food and fun for all in attendance. The crabs were fantastic!

A special thanks to CJ Kincius and Jason Lasley for their planning and work to make the picnic a success. It was a perfect day.

[Sign up for our Monthly Newsletter](#)



We want this newsletter to be meaningful to you, so I welcome your comments as well as recommendations on how we can improve.

Sincerely,
Dennis Lasley
dlasley@accentglobal-llc.com

Apprentice Program Graduates



Jason Lasley C.J. Kincius

Accent Global's emphasis on quality, ethics and innovation is the foundation of our apprentice program.

This month two of our apprentices successfully completed the requirements to be advanced to the next level of development.

CJ Kincius and Jason Lasley received certificates of completion and were recognized for their work on recent projects and for mastering skills that support our company mission and values.

The goal of this program is to develop consultants with unquestionable ethics who demand quality and seek innovative solutions to business and technology issues.

Congratulations to CJ and Jason for achieving this significant milestone.

This email was sent to ckincius@accentglobal-llc.com by dlasley@accentglobal-llc.com.
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