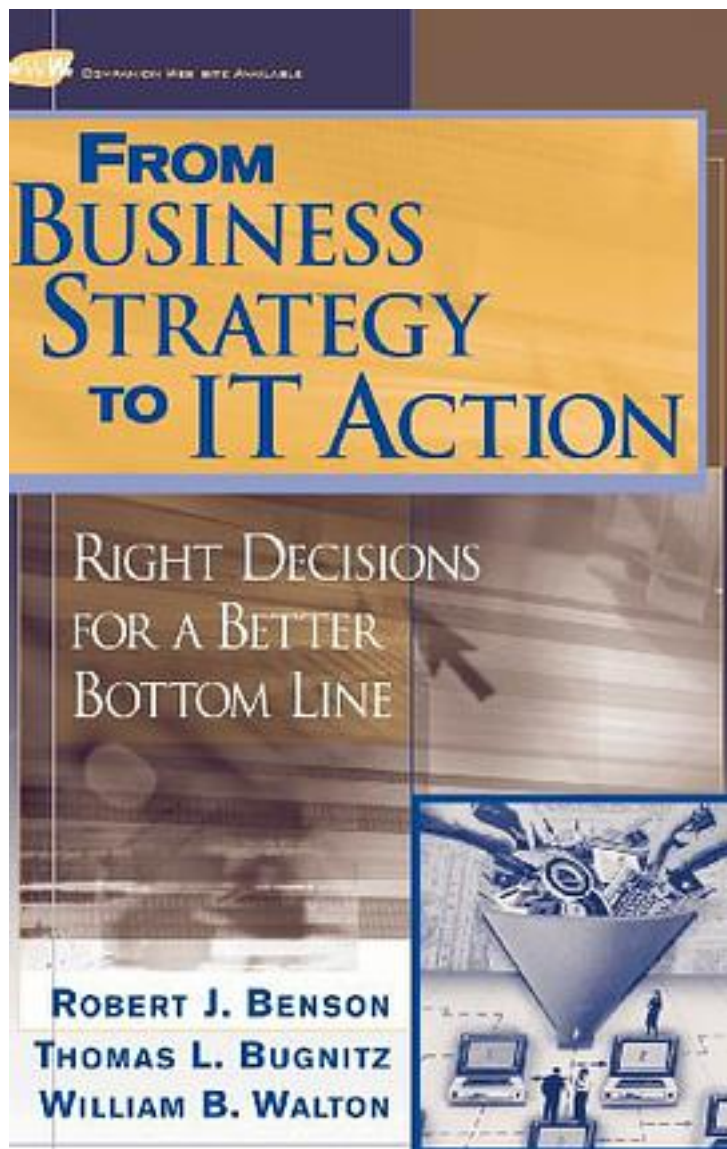# From Business Strategy to IT Action

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Control spending and Maximize Impact on the bottom Line

Define the goals

Ask the right questions

Connect to the bottom line

Understand costs and resources

Focus on the right things

Adopt effective process to produce action

Tackle the practical problems

Makes the right decisions

Plan for the right results

Keep score

Chart the path to implementation

Define what's next

Answer the "So what?" question

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