



IT Initiatives Must Deliver Measurable Business Outcomes



No More Excuses: IT Initiatives Must Deliver Measurable Business Outcomes

Delivering on scope, on time, and on budget aren't enough. Internal customers want tangible results from IT. They want real value.

But too often, those in charge of IT programs and projects tend to shy away from taking responsibility for delivering actual business outcomes.


In this video, Mikhail debunks the 2 most common myths used as excuses by IT managers for not performing "value tests":

Excuse #1. IT can't directly affect business outcomes. (You can and should.)

Excuse #2. **Overhead for measuring value is too expensive.** (No, it doesn't.)

Watch to learn how to overcome these lame excuses:

(Did you enjoy the video? Consider subscribing to our [YouTube channel](#).)

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