



ITAM'ing in a Small/Medium Business

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#Steph-tam

- I've been working in the ITAM space for 14 years
- I say ITAM at least 10 times a day #ITAM
- I bleed green & gold, despite how I feel about Aaron Rodgers #gopackgo
- I have 2 mini dachshunds, Bernadette & Pepper #mykidshave4legs
- My husband is the manager of a waste water treatment plant, so I know a lot about what happens post-flush #everybodypoops

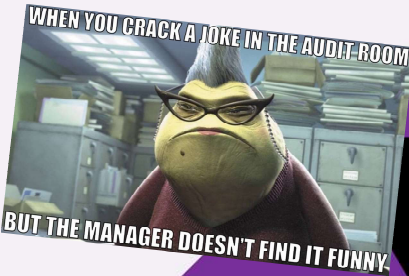




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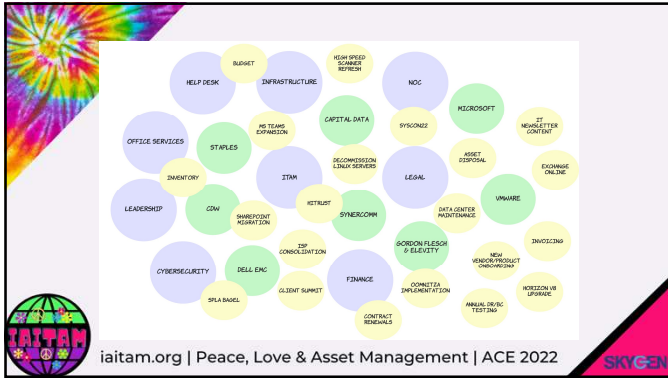
What would you say you do here?

- A Typical Day in ITAM
- The Good, The Bad, & The Ugly
- Pushing Forward
- The 4 Pillars of ITAM
- Reverse Town Hall

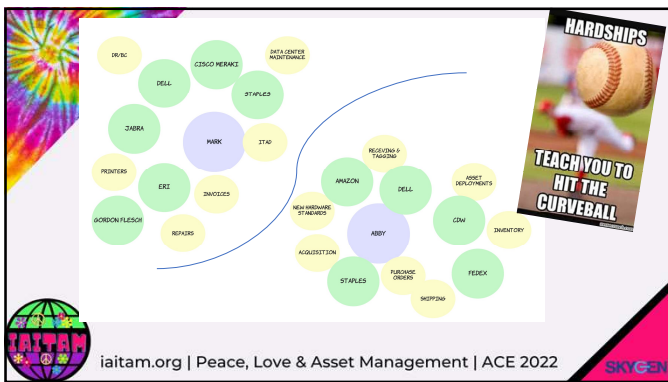



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Good, Bad, and Sometimes Ugly

- Supply Chain Constraints
- Price Increases
- Marketing
- Unsupportive Leadership
- Budget Constraints
- Outdated/Unknown Policies

Apparently "Tequila" isn't a helpful response when boss asked for idea to improve team meetings...

THE STRUGGLE IS REAL

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Just Keep Swimming

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Helpful Resources

Check out this great leadership training company - Bluecase (<https://bluecase.com>); they have a ton of tools that help me prioritize and sell ITAM both up and down the corporate ladder

- The Fundamental Why
- Big 3

I also highly recommend several books to change your perspective on leadership. You are not just an ITAM leader; you are one of the top influencers in your organization!

- The Phoenix Project, Gene Kim
- Play Nice But Win, Michael Dell
- The Five Dysfunctions of a Team, Patrick Lencioni
- Never Split the Difference, Chris Voss
- Tech Humanist, Kate O'Neill
- Girl Stop Apologizing, Rachel Hollis

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The 4 Pillars of ITAM

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Help Me Help You



you can do it!
you've got this!

encourage mint



ROOTING FOR YOU



TECHNOLOGY
AND "STUFF"

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