

# Speaker Presentation Profile

## 1. PRESENTER'S INFORMATION

|             |                              |      |              |
|-------------|------------------------------|------|--------------|
| FULL NAME   | Colin Brand                  |      |              |
| DESIGNATION | Senior Staff Officer DEIS MP |      |              |
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## 2. PRESENTER'S BACKGROUND

Colin Brand is an experienced Operation's Officer within the Telecommunication and Information Technology environment, having been a Senior Officer in the South African National Defence Force for the past 28 years. He is skilled in the commanding of a variety of ICT service delivery organisations, Enterprise Information Systems Master Planning and Strategy Formulation. He also lectures Strategy Formulation, Strategic Planning, Leadership and Management at the School of Signals. After completing a B-Com, supported functionally by a postgraduate Certificate in Information Systems and Technology Management, Colin's attendance at the SA Army College led to obtaining the Senior Command and Staff qualification. His logical expansion into strategic level management, necessitated a business qualification; hence the completion of an MBL at the Unisa School of Business Leadership. Colin has embarked on the DBL programme to pursue his passion in people who formulate strategy.

## 3. TITLE/TOPIC OF PRESENTATION

**Bridging the divide between hardware, software and wetware in order to attain the DOD strategic intent**

## 4. PRESENTATION SYNOPSIS/ABSTRACT

The purposeful Information and Communication Systems (ICS) enabling of the Department starts with the formulation of a comprehensive Master Plan, but does not end there. The actual implementation and execution of the Master Plan presents the Departmental Leadership with two conflicting challenges:

1. Establishing the necessary Departmental structures and processes needed to facilitate the effective implementation and execution of the Master Plan; as well as
2. Dealing with the Human Factors that could either promote or restrain the achievement of the objectives of the Master Plan.

The dualism between these two forces often demands that the Leadership of the Departmental have to make difficult decisions, some of which could even be very unpopular. What practical measures can the Departmental Leadership team put in place to ensure that the implementation of the Master Plan deliver a set of coherent and cost-effective ICS solutions - particularly in an environment where 'soft factors' often play a dominant role?

This paper will highlight the key factors that exert both positive and negative influences onto the achievement of the Strategic Intent of the Master Plan. These factors include:

- Progressing from a 'Departmental View' to 'Departmental Solutions'.
- Focusing on Business Value.
- Putting *awareness* into *action*, by creating a collaborative environment that is conducive to change.
- Strategic Alignment: Closing the loop between ICS Requirements and ICS Solutions.
- Human Factors: Getting the 'right Wetware' in place. Coping with uncertainty.
- Complexity and the challenge to make the right decisions.
- What tools can be helpful? Knowledge; simulation and modelling; and a flexible but focused Project environment.