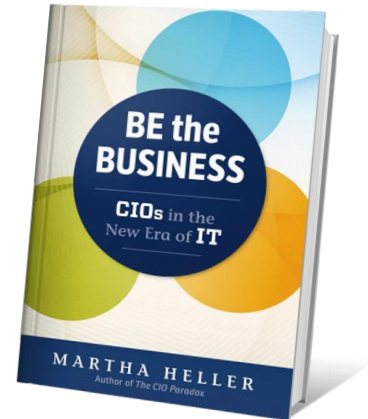


What it Means to be a **Transformational** IT Leader

By Martha Heller
CEO



@marthaheller





Step into the **Digital Leadership Void**

A shopping cart with an orange handle and a metal mesh body is positioned in the foreground of a supermarket aisle. The aisle is blurred, suggesting motion, with colorful streaks of light from overhead fixtures. The text "think Product" is overlaid in the upper center of the image.

think **Product**

Manage the White Space





Dismantle the Iceberg



**Turn IT Consumers
into Co-Investors**

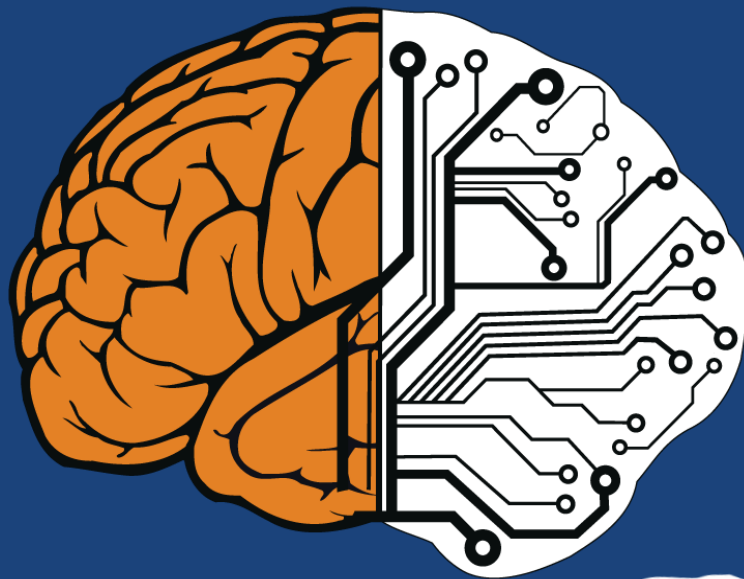


Lead

good

Tell a ✓ story.





Create a
'business outcomes' culture

BE the Business



Credit: John Gaps III

Go Faster



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