

transformed to a more sales, marketing and digital led organisation.

The CEO concludes the meeting and privately apologises afterwards for the reaction of the CIO. He explains *“it has been difficult because of the changes. However, this organisation is no longer a startup and some people just have not found adjusting to this new world that easy”*. You ask what he plans for the CIO and he comments with a wry smile *“well, Sarah did express some interest in setting up the Brazil operation but I think she knows that sometimes you just have to move on”*.

Task

You have a call in forty-five minutes with the executive board. That's how long you have to make your choices. The clock is ticking. So find a stopwatch and start it.

Your first task is to determine whether the company is heading in the right direction. You should determine whether you agree with the priority order given in figure 166. If not, write down what your priority order would be. If you decide to invoke “other” then scribble down what that other is.

Figure 166 — Priority order