**Message Board Chapter 2 - Vision responsability**

I would say that although both the CEO and CIO have important roles in the Vision, it is ultimate the CEO responsibility, because the CEO is the one that makes the final decision while the CIO can only try to sell his vision to the CEO, for example if the CIO for example has a great vision but the CEO does not like it, it just not gonna happen.

So the way I see it it’s like this, The CEO needs to include technology in their strategic vision while the CIO need to include vision in their approach to technology, CIO provides organizations with his vision to master information technology as a competitive tool, but the actual Big picture vision which has a more strategic view about how they can fundamentally change the business is provided by the CEO

Peter Bartolotta Vice president and general manager of RetailPrice said:

“A couple of projects went from zero to 100 miles per hour in no time when a CEO said, ‘Here’s my vision, make it happen’”.

In conclusion the CEO is the leader and as such he has to have a vision to set the direction for the enterprise and the CIO needs to thoroughly understand the CEO’s vision and supply his needs efficiently to allow the CEO’s vision to be realized.

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