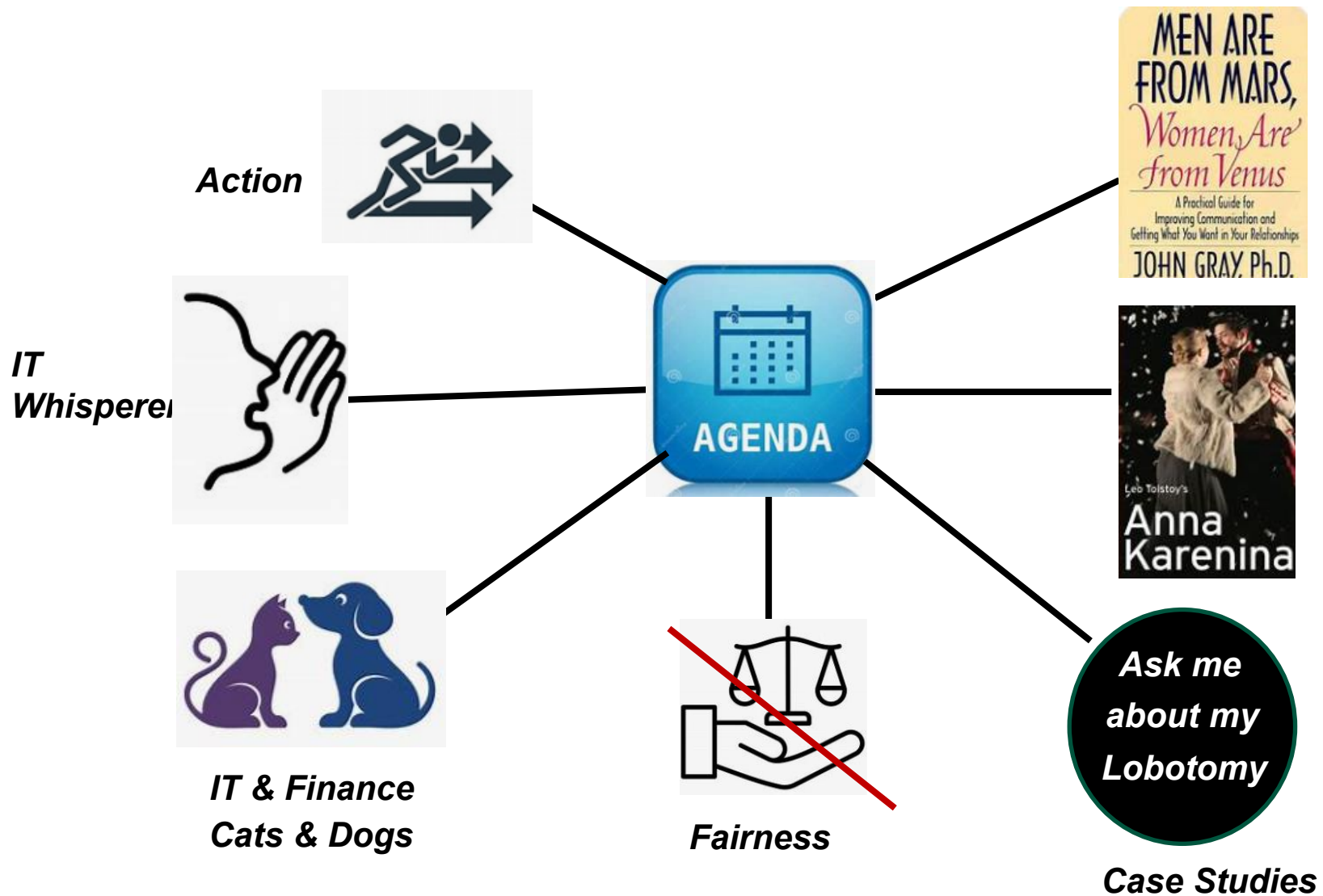


IT from Mars, Finance Venus

Art Yonemoto

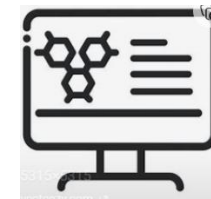
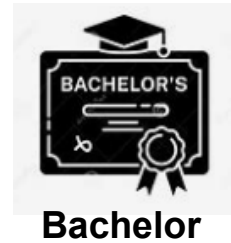
Yonemoto & Associates

IT from Mars, Finance Venus



Career Advancement Background

Art Yonemoto



**Computer
Science**



**Master of
Business
Administration**



Bank of America



SIEMENS

Yonemoto & Associates

Follow the Money, Connect the Dots, Critical Thinking

IT from Mars, Finance Venus

Background

Art Yonemoto

Yonemoto & Associates

Follow the Money



Reduce costs



Connect the Dots



Critical Thinking



Yonemoto & Associates

Follow the Money, Connect the Dots, Critical Thinking

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Questions

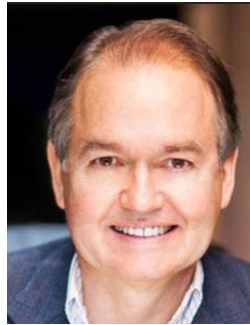
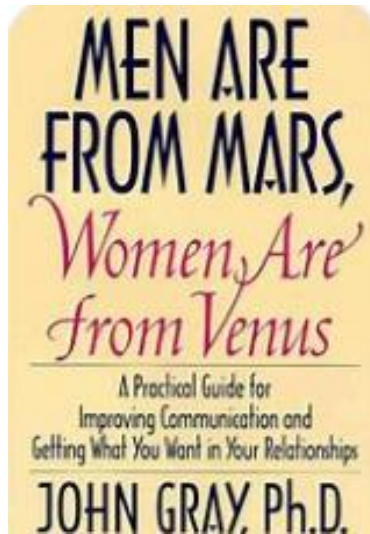


Why is it so difficult for IT and Finance to Communicate?

What can be done to “bridge” this gap?

IT from Mars, Finance Venus

Mars & Venus



John Gray

Relationship Counselor

1992 Book

15 million copies

Mars & Venus Counseling Centers

IT from Mars, Finance Venus

Disclaimers & Notes



Generalizations

Stereotypes

Change Perspective



See Things in a
different way

Feedback

WRONG!



Stories

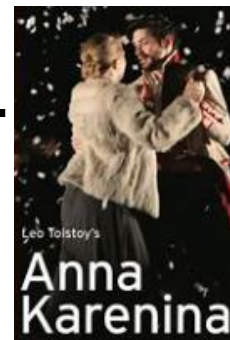
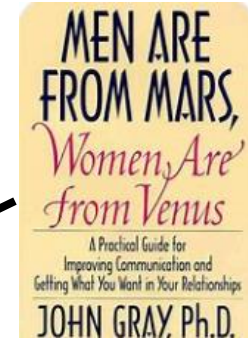


Most effective
way to learn

Political Incorrectness



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IT from Mars, Finance Venus

Anna Karenina



Leo Tolstoy

Russian author

Realistic Fiction

One World's greatest novelist

[War and Peace](#)

IT from Mars, Finance Venus Families



Famous Quote

“All happy families are alike;

Each unhappy family is unhappy
in its own way”

IT from Mars, Finance Venus

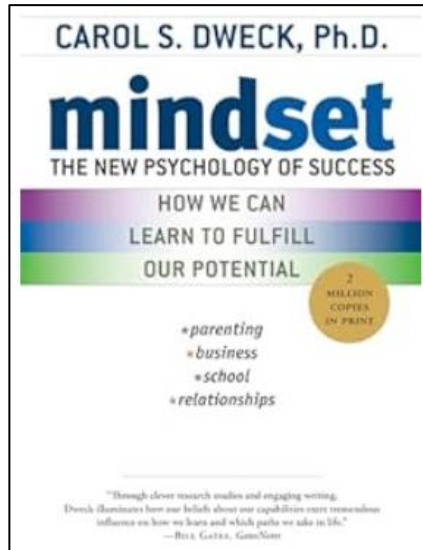
Your Organization



“All well functioning organization are alike”

“Each dysfunctional organization, is dysfunctional in its own way”

IT from Mars, Finance Venus Mindset

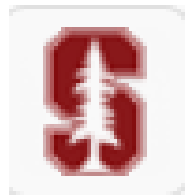


Carol Dweck

Psychologist

Stanford University Professor

Motivation and Mindset



IT from Mars, Finance Venus

Mindsets

Fixed



Growth



Intelligence

Static unchanging

Can be Developed

Challenges

Avoid

Embrace

Obstacles

Gives up Easily

Persists despite setbacks

Effort

Fruitless or worse

Leads to Mastery

Criticism

Avoid negative

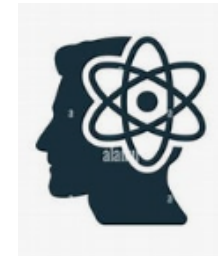
Listen & Learn

Success of Others

Threaten & Resentful

Lessons & Inspiration

IT from Mars, Finance Venus Mindsets



Genius Culture
Fixed Mindset

Employee



Growth Mindset



**Melinda French
Gates**



Fixed Mindset



Individual



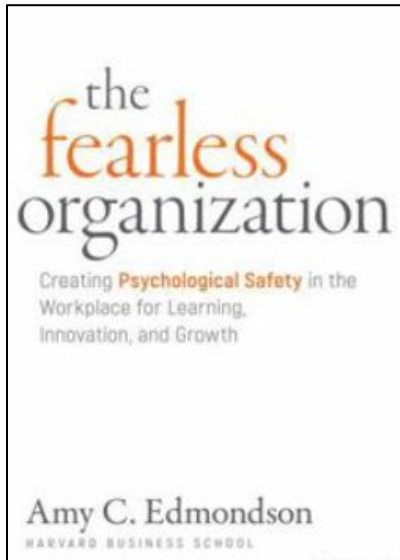
Chart your own
path with a
Growth Mindset

Yonemoto & Associates

Follow the Money, Connect the Dots, Critical Thinking

IT from Mars, Finance Venus

Amy Edmondson



Amy Edmondson

Professor of Leadership

Harvard Business School

Fortune 500 Consultant

Seven Books

75 Articles & Case Studies

IT from Mars, Finance Venus

#1 Predictor – Team Effectiveness



Predictor



Team Effectiveness



Psychological Safety



If you change the nature and quality of the conversations in your team, your outcomes will improve exponentially.

Psychological safety is the core component to unlock this.

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Psychological Safety

Psychological Safety



Psychological Safety

“a belief that **one will not be punished or humiliated for speaking up** with ideas, questions, concerns, or mistakes, and that **the team is safe** for interpersonal risk-taking”



-Amy Edmondson

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Psychological Safety

Psychological Safety



Inclusion Safety

Members feel safe to belong to the Team

Learner Safety

Members are able to learn through asking questions

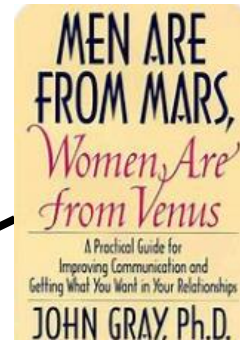
Contributor Safety

Members feel safe to contribute ideas without fear of embarrassment or ridicule

Challenger Safety

Members can question others' ideas or suggest changes to their ideas, plans or ways of working

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**Ask me
about my
Lobotomy**

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Case Study #1

Case Study



Analyze Nurse Teams

Objective

Document & Minimize Errors



Issues

Team A



Team B



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Case Study #2

Case Study



Life or Death

KOREAN AIR

1990's



17 Aircraft lost
700+ Lives lost



1997 KL 801



229 of 254 died



Cultural



Co-pilot did not question
Pilot decisions

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Case Study #3

Case Study



ROLM Analysis Center

40 people Department
Call Detail Phone Reports

Shipping/Receiving

Coordinators

Analysts

Computer Operations

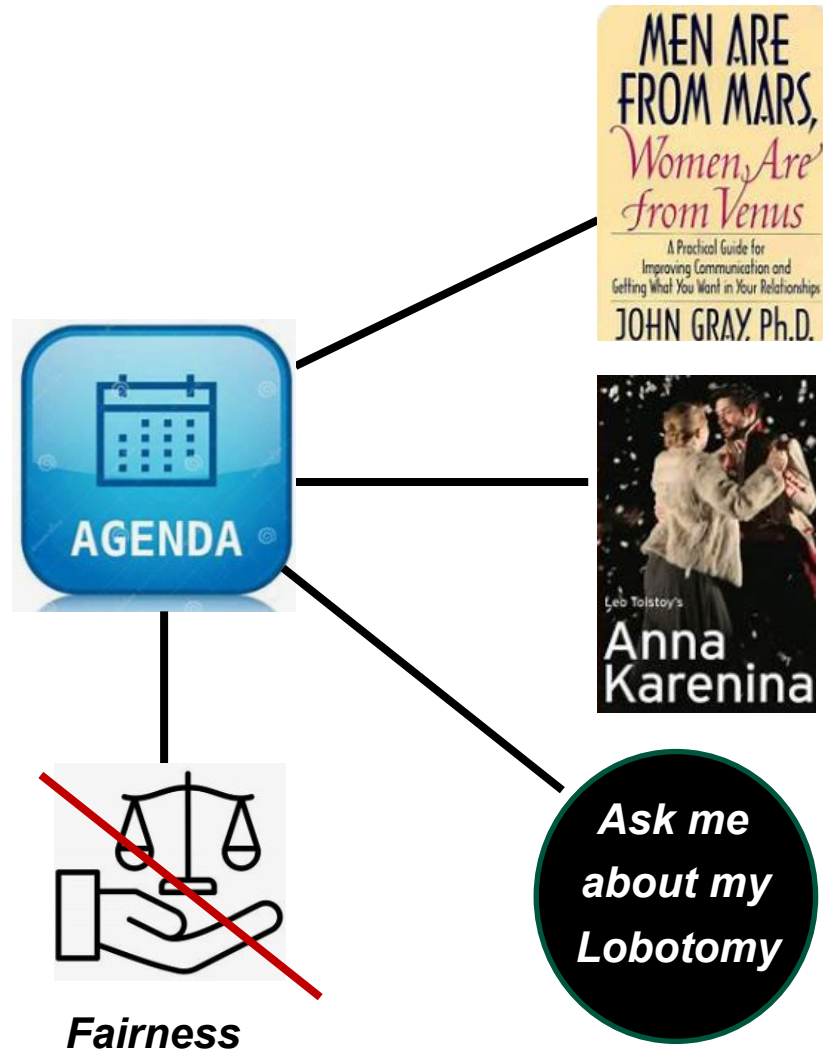
Programmers

Marketing

Accounting

- * Cross Training
- * Turnaround – ~~5 days~~ 1.5 days
- * Staff from 40 to 28
- * Improve Morale
- * Improve Customer Satisfaction

IT from Mars, Finance Venus



IT from Mars, Finance Venus

Life's Not Fair

“Life is not fair,

*It never was, and it is now and it
won't ever be.*

Don't fall into the trap.

*The Entitlement trap of feeling
you're a victim.*

You are not.”



**Matthew
McConaughey**

IT from Mars, Finance Venus

Life's Not Fair

“The Sooner you Learn that Life is not Fair, the better off you’ll be.”



**Katie
Couric**

IT from Mars, Finance Venus

Life's Not Fair

"I have a 10 year old and she is always saying 'that's not fair'. When she says that, I say"

'Honey your cute, that's not fair'

'Your Family is pretty well off, that's not fair'

'You are born in America, that's not fair'

'Honey, you better pray to God, that things don't start getting fair for you'



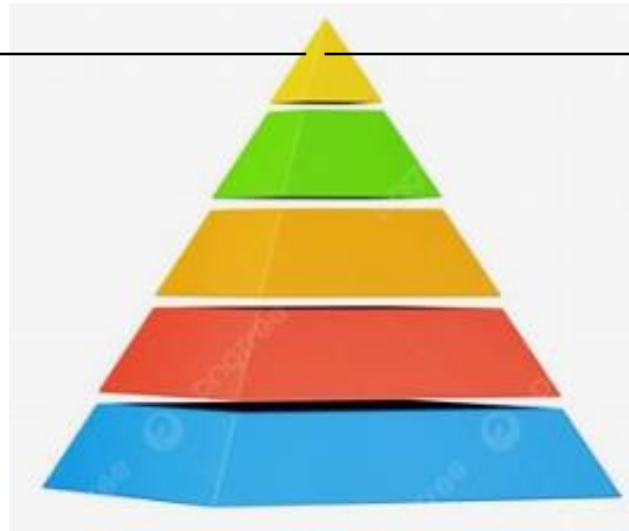
PJ O'Rourke

IT from Mars, Finance Venus

Life's Not Fair

Top 1 %
\$700,000

Top 0.31 %
~~Top 1 %~~
\$50,000

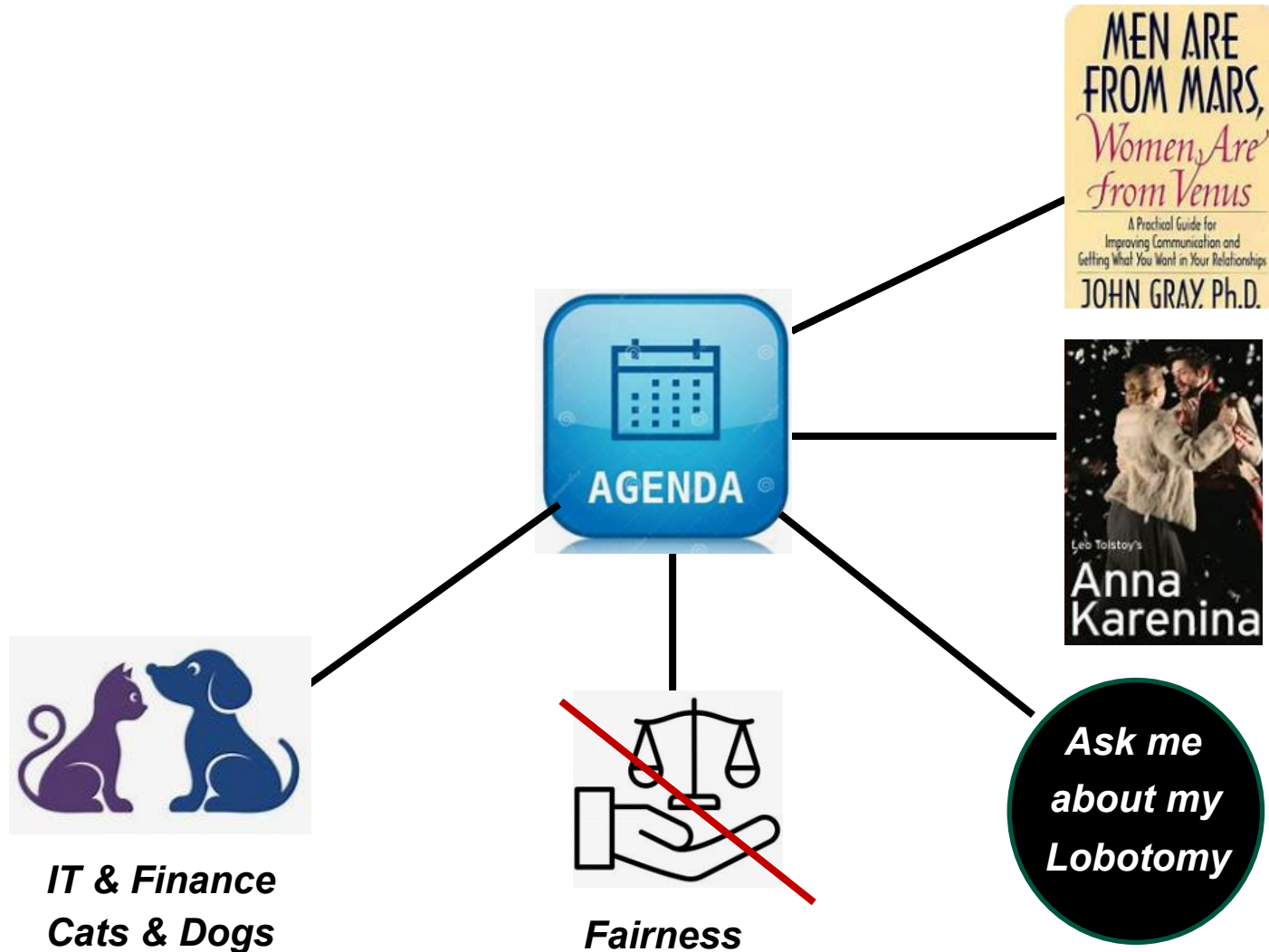


Income



*“Be careful
of what you
wish for”*

IT from Mars, Finance Venus



IT from Mars, Finance Venus

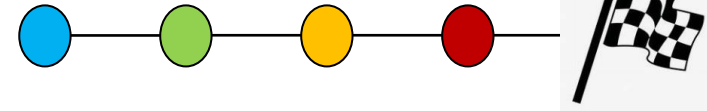
IT Person

IT



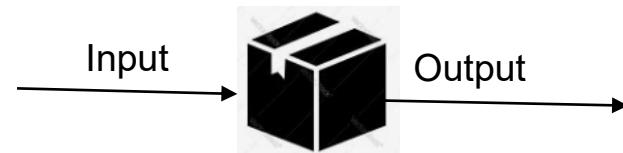
Thought Process

Logical



Transparency

Opaque



Oversight

Little/None



Skills Valued

Technical



Work Style

Prefer to be left Alone



IT from Mars, Finance Venus

IT vs Finance

IT



Finance



Thought Process

Logical

Business

Transparency

Opaque

Open

Oversight

Little/None

Double Check

Skills Valued

Technical

Communications

Work Style

Alone

Collaborative

IT from Mars, Finance Venus

IT vs Finance

IT



Finance



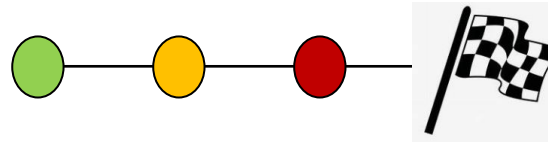
Thought Process

Logical

Business

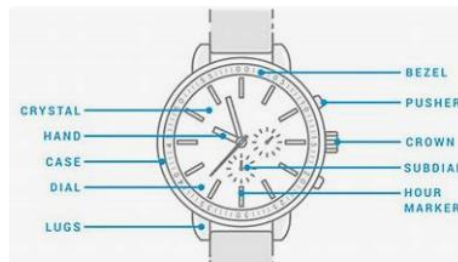
Sequential

Bottom Line



How the Watch is made

What is the Time?



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IT vs Finance

IT



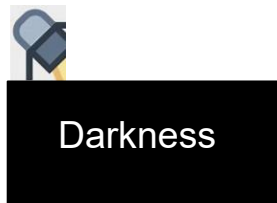
Finance



Transparency

Opaque

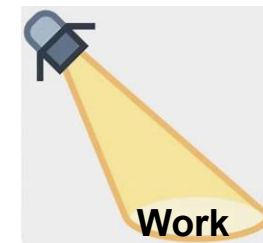
Open



Work
Product



Explain



Work
Product



Explain

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IT vs Finance

IT



Finance



Oversight

Little/None

Ongoing



Frustrated
Uncommon



Accustomed
Welcomed

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IT vs Finance

IT



Finance



Skills Valued

Technical

Business
Communications



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IT vs Finance

IT



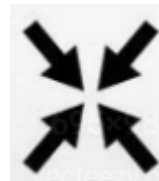
Finance



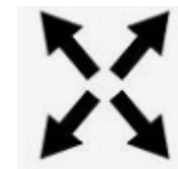
Work Style

Alone

Collaborative



Inward



Outward

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IT vs Finance



Working Out

IT



Finance



OPTIONAL

Business Orientation

Communications

Openness to criticism

Team oriented

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IT vs Finance



IT



Finance



Finance

IT



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Cats and Dogs

IT



Finance



Willingness to Please

Aloof

Accommodating

Ability to be Led

“Herding Cats”

Pack, Team, Group

Trainable

More Difficult

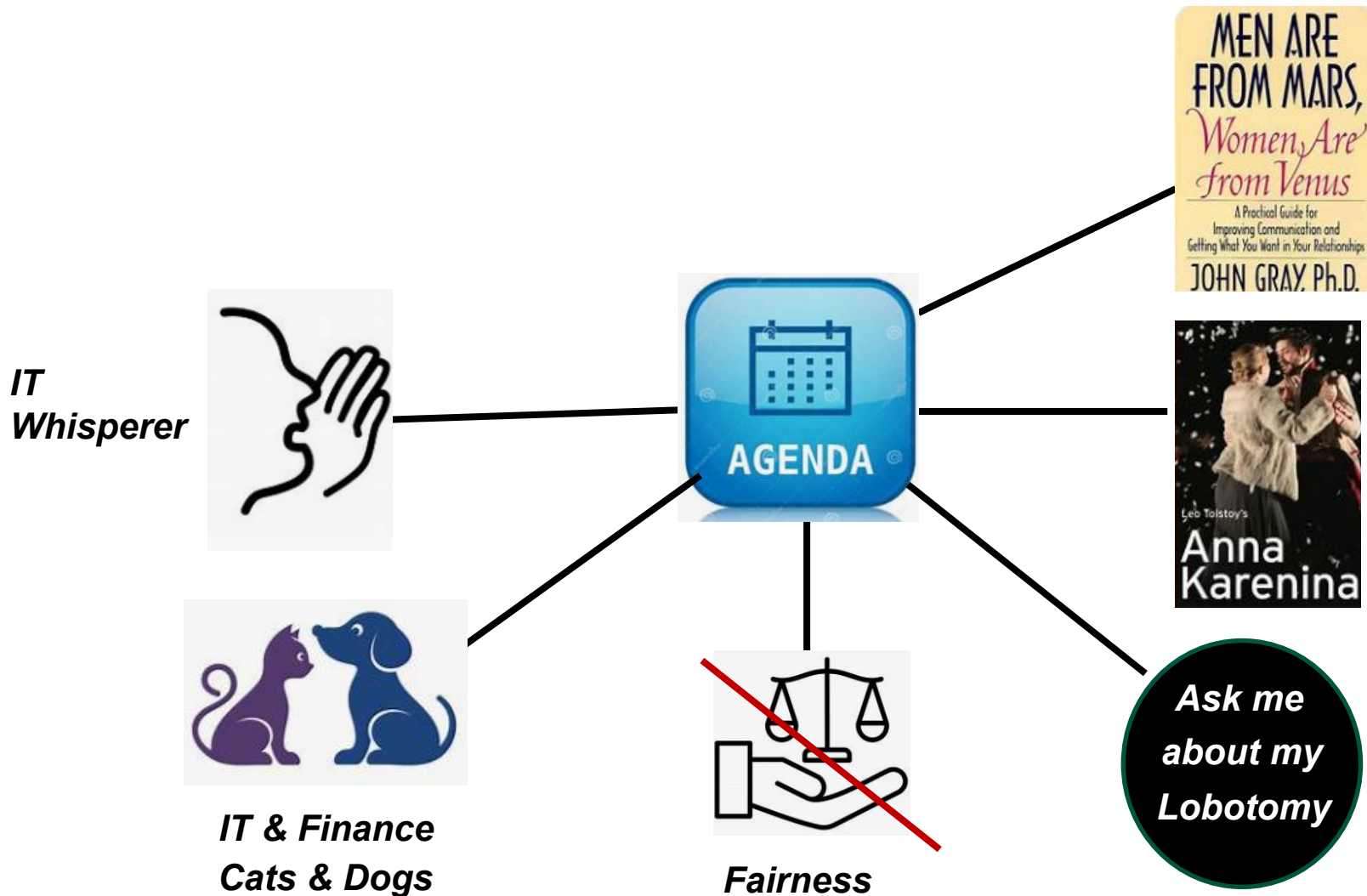
Easier

Value to organization

High

High

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IT Whisperer

*IT
Whisperer*



You

Asymmetric



IT



Think Differently



Your responsibility
to be the **translator**



Patience



It is a process and
will may take
considerable time

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IT Whisperer Idea

Set the Individual or Team Expectations

Growth Mindset



Intelligence – Continue to develop

Challenges - Embrace

Obstacles - Persists despite setbacks

Effort - Leads to Mastery

Criticism - Listen & Learn

Success of Others - Lessons & Inspiration

Psychological Safety



‘a belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes and that the team is safe for interpersonal risk-taking’

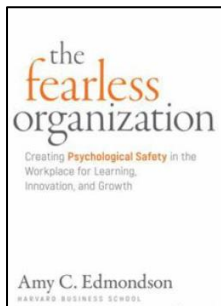
IT from Mars, Finance Venus

IT Whisperer Idea

Set the Individual or Team Expectations

*“I learned at a conference, the # 1 predictor of Team Effectiveness is **Psychological Safety**.*

Let’s take a few minutes to review and understand this topic and how we can incorporate this with our team”



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IT Whisperer Idea

Set the Individual Team Expectations

“Thank you for taking time to review the project.

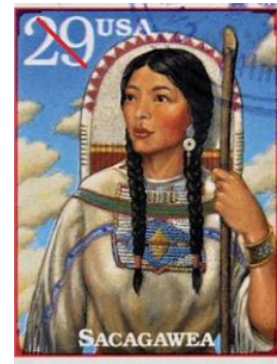
I appreciate your open and honest feedback.

After all, the objective is to get a true and current understanding of where we are”

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IT Whisperer Ideas

Identify Most Likely Candidate



Sacagawea

Lemhi Shoshone woman who, in her teens, helped the Lewis and Clark Expedition

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IT Whisperer Ideas

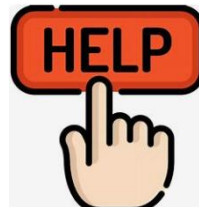
Cut to the Chase - Focus on What is Needed

Show the IT professional what is your ending work product.



Report

Ask for their help.



Self Interest



Be Appreciative



IT from Mars, Finance Venus

IT Whisperer Ideas

Cut to the Chase - Focus on What is Needed

“Can I show you the report that I produce?”

Management wants to understand how the project is going.

If it going well, where are we on the project?

If there are problems, or anticipated problems, what are they and how can we address before they become major issues?”

IT from Mars, Finance Venus

IT Whisperer Ideas

Ingratiate yourself (train) an IT Professional



Attention



Common Interest



Sports
Cultural
Family
Generational



Flattery

Treats



IT from Mars, Finance Venus

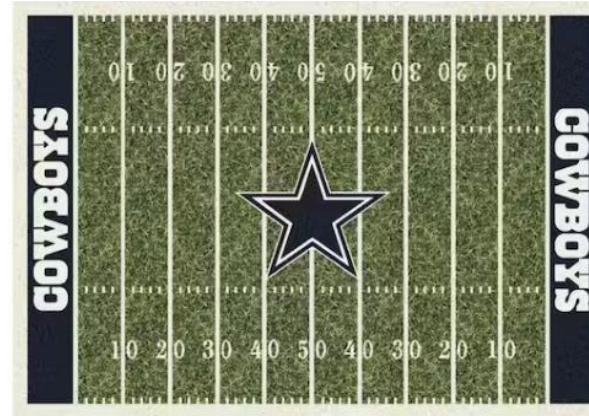
IT Whisperer Ideas

Use Analogies



Think Differently

Find a way to communicate that is familiar to each other



Where are we?

We're on the opponent's 40 yard line



Any changes?

We made good progress, gained 5 yards

An incomplete pass. No gain

An interception. A significant setback

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IT Whisperer Ideas

Questions & Follow Up Examples

“My brain is wired differently.

I’m used to going to the conclusion first, and then working backward to understand how we came to the end result.

Would it be OK if we used this method, so I can better understand?”

IT from Mars, Finance Venus

IT Whisperer Ideas

Questions & Follow Up Examples

“Is there any insights or information I can share with you to make your job easier or help improve this process?.”

There is high interest in this project as it will ...

If there is anything you need from me, just let me know.”

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IT Whisperer Ideas

Questions & Follow Up Examples

*“Can you help me out? When you stated ...
I didn’t catch the meaning (or its importance).*

Is there another way you can explain this?”

“For example, on a scale of 1 to 10, ... “

“What is the Worst-Case Scenario?”

“Is this similar to an earlier project/issue/situation?”

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IT Whisperer Ideas



**When God was
Making Earth**



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IT Whisperer Ideas

Rude, Insulting, Belittling, Condescending

Silence is a Statement

“Can you Repeat what you said?”

“What is the intent of your statement?”



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IT Whisperer

Patience



How Clock is made (Logical)
What is the Time (Bottom Line)

Persistent



Pragmatic



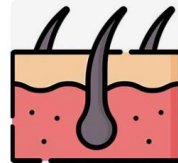
Celebrate small victories

Perspective



"In the land of the blind, a one eye man is King"

Personal



Have a thick skin
Do not take things personally

Real



Preference



Your Choice
You do not need to do this

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Why Bother?

Career Advancement



Learn another Language

Makes Job Easier



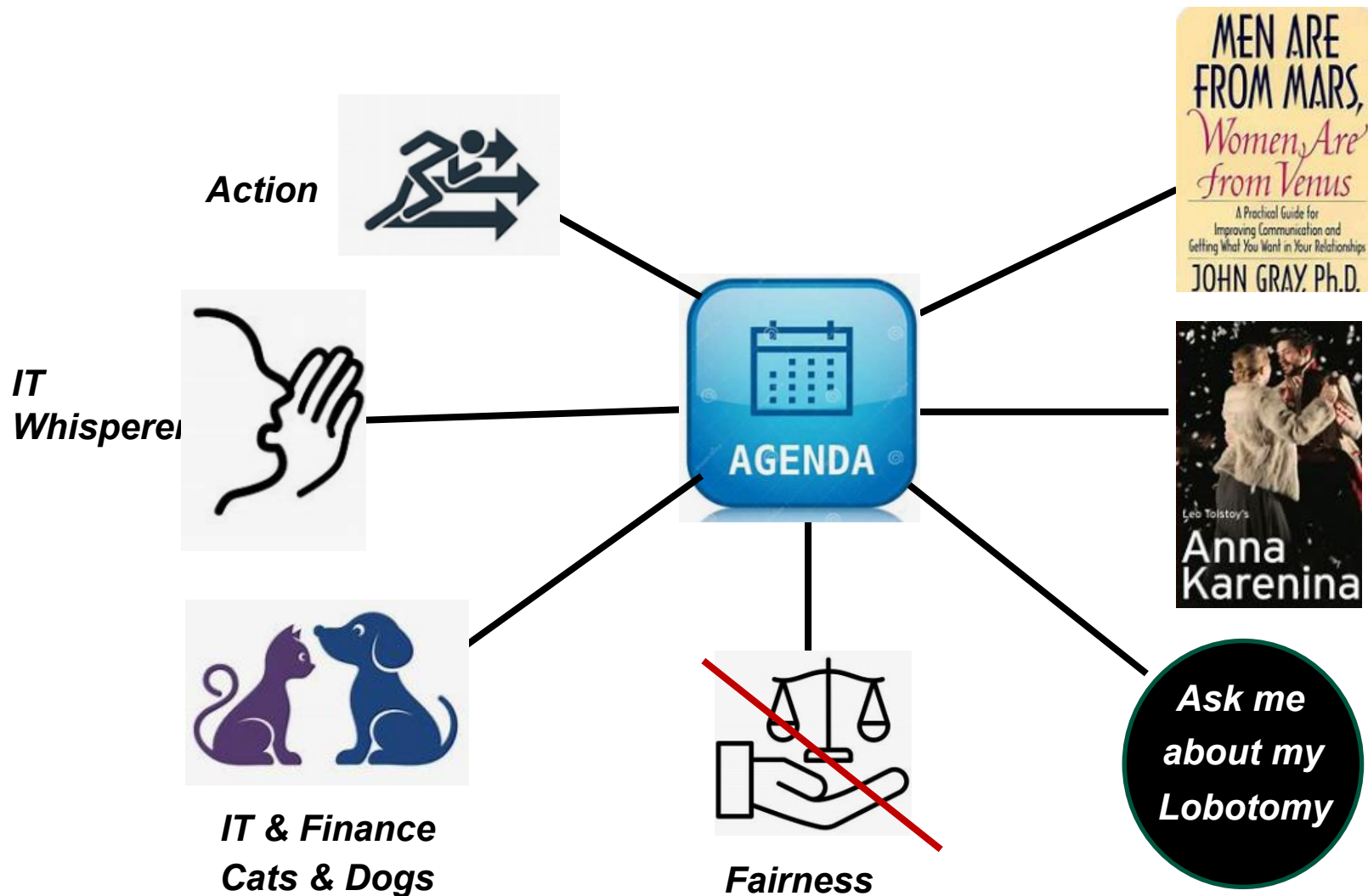
Prestige & Admiration



Job Satisfaction



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IT from Mars, Finance Venus

Questions



Why is it so difficult for IT and Finance to Communicate?

What can be done to “bridge” this gap?

IT from Mars, Finance Venus

Takeaways

Do You have Direct Responsibility?

Yes Is this you should take action?

Yes What are the next Steps?

No Why Not?

No Should this be brought up to the appropriate Decision Maker?

Yes See Script (next slide)

No Why Not?



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Takeaways

Suggested Script

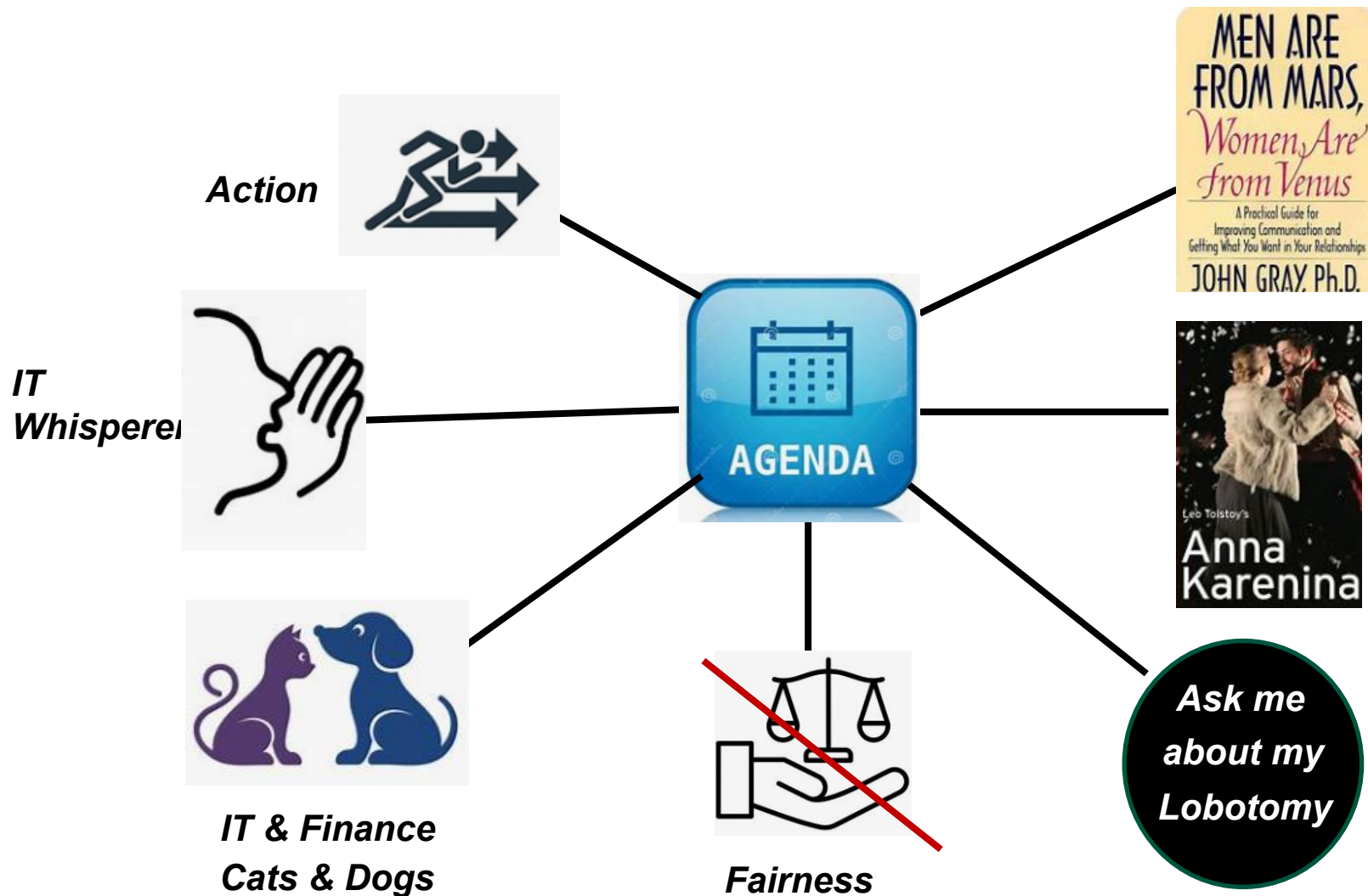
“I attended a conference. One session explained why IT and Finance are speaking ‘different languages’.

The reasons are logical and straight forward.

*We learned how others have ‘bridge’ this divide
Included are specific examples we could use*

I can share the presentation with you.”

IT from Mars, Finance Venus



IT from Mars, Finance Venus



for Me

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