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It's time for CIO's to Win Friends and Influence Value.

How CIOs can create training budget and add value across the organization right now.

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In 2017 CIO's will be asked to step up and play an even larger role in business operations as digital transformation continues dominating conversations around corporate survival.

Add to this challenge, the growing risks of cyber security and the shrinking pool of talent and it's no wonder most CIOs can't sleep. Earlier this year, Salesforce interviewed over 2,200 CIOs and found that **4 in 10 of their biggest pain points** related to the skills gap - it's not letting up.

As key orchestrators of the business' competitive edge, all eyes are on you, the modern CIO, to raise your game and add tangible value:

- Your CEO demands innovation and a secure infrastructure.
- Your CFO wants you to cut cost and increase efficiency.
- Your CHRO needs to improve employee engagement, decrease turnover and strengthen the employment brand proposition to attract more talent to your team.

No pressure, right?



thinking differently in the face of pressure.

We're working together to reimagine how they can add value - and we're discovering ways to turn cross functional pressure into opportunities to win allies. At the highest level, we're helping these creative CIO's repurpose their inevitable technology refresh as a means to not only bolster corporate social responsibility, but also reinvest in human capital; both strategies that equate to tangible and intangible value for the entire executive team.

As a partner to IT, [we're helping CIOs](#) execute a closed loop method to **recycle or refurbish** their unwanted electronics; either path creating benefits they can articulate to the entire executive team. (*Find out how you can too - [here](#)*).

The refurbishing path:

If an tech asset can be refurbished and resold, we deliver a turn-key platform that facilitates employee buy-backs at a discount. Besides happy employees, the end result of the [resale process](#) is found money these CIOs are reinvesting directly back into IT for new equipment and skills training.

The recycling path:

If an asset cannot be refurbished, it is recycled. We deliver a transparent, zero-impact [recycling process](#) that certifies data destruction, documents the safe disposal of hazardous waste and measures net recovery of plastics and precious metals. The end result of the recycling process is an Impact Report the CIO can deliver back to the team. (Who doesn't dig a dashboard, am I right?)

Here's why these CIO's end up heroes regardless of which path a tech asset takes:

Your CEO will appreciate a reportable way to show multiple stakeholders a commitment to corporate responsibility, corporate reputation, employee engagement and cyber security. With a certified recycling or resell process, your organization is decreasing security risk, and the environmental footprint, while increasing your communities access to technology.

Your CFO will appreciate a turnkey process that doesn't require yet another expensive cloud investment. In addition, the reinvestment of found money into equipment and training is a welcomed way to cut costs and show improvements in efficiency.

Your CHRO will appreciate an authentic example of living the employment brand story and welcomes the additional perk for employees. Showing employees and would be talent a commitment to the environment can do a lot to improve engagement and



smart. The newest tech talent demands to see an opportunity to grow while employed.

The challenges for CIO's won't decrease in 2017. Emerging tech trends will make it difficult to keep skills current. Resources earmarked for skills development will stay tight. Available talent will remain scarce. In the face of more of the same, it's time to think differently and creatively address what you definitely have plenty of - aging electronics and a C suite that needs you to be a hero.

*Steven Kaufman is the CEO of Urban Mining PBC - a technology company, focused on delivering **closed loop solutions** to the fastest growing waste stream in the world. Urban Mining PBC is the Southeast's only certified B-Corp and e-Stewards certified electronics recycler.*

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Jennifer VonHagen
Founder. Content Creator. Marketing Strategist.

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[Jeremy Vaughan](#) more IT skills development budget?- yes please.

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Jeremy Vaughan
Co-founder | Software Business Management (SBM) Solutions at Docio® & CSO at feature[23]®

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[Jennifer VonHagen](#) Yes! Now, only if CIOs & Technologists had a holistic view of talent skills gaps and training opportunities on technologies, processes, tools, etc. to know exactly WHERE and HOW to optimize that new budget.

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