

Digital Professionalism

Barclay Rae, CEO,
ITSMF UK



Biography

- CEO of ITSMF UK
- ITIL Practitioner co-architect
- SDI Standards co-author
- Creator of 'ITSM Goodness'
- Voted in top 25 global (ITSM) Thought Leaders survey, HDI January 2017
- Management Consultant in Service Management since 1994
- Worked in IT since 1986
- Background in Media support / Music
- Worked with SDI, HDI, ITSMF, Axelos, APMG, Axios, E2E
- Writer for industry vendors – e.g. Axios, BMC, Cherwell, Citrix, Sunrise, SysAid, Hornbill,
- Video and Podcast contributor – ITSMTV, Service Desk Inspector, ITSM Weekly podcast

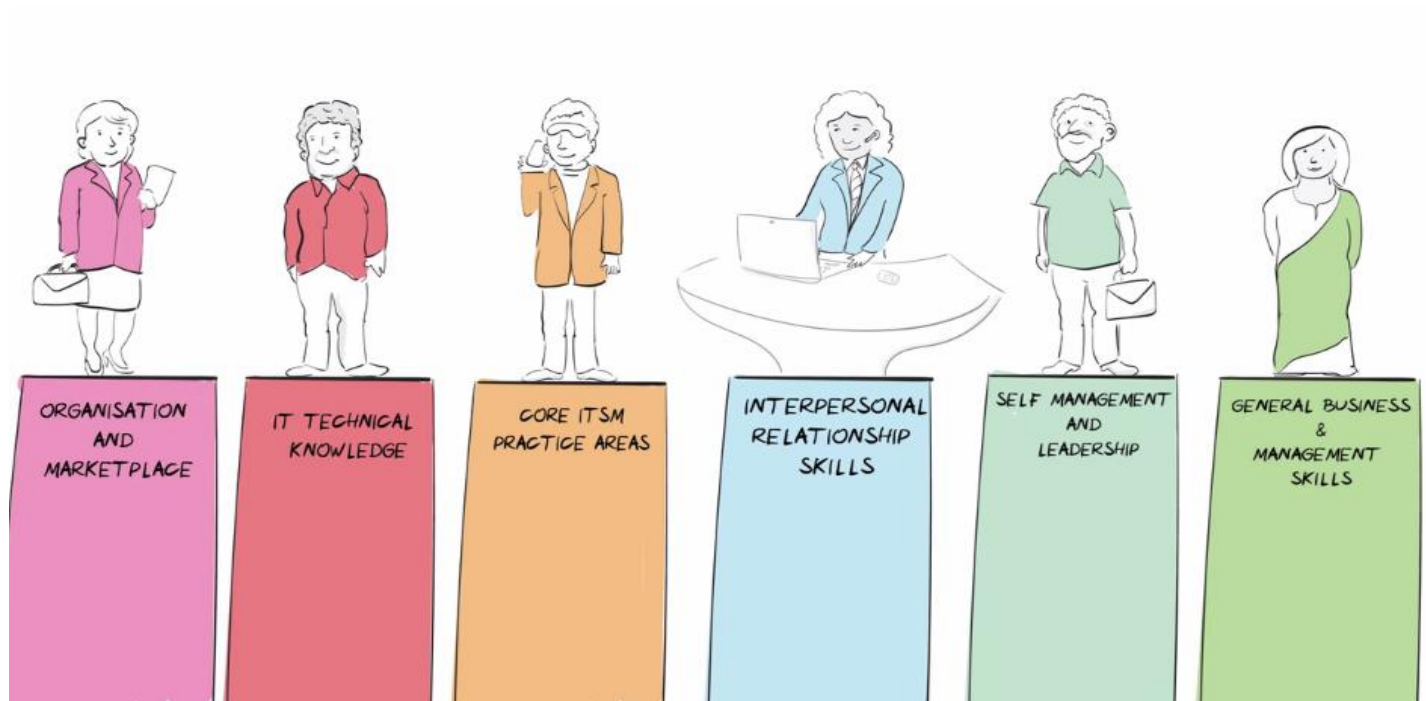


ITSMF UK

- 25 years – changing times
- Re-focus for organisation
- New products and services
- Branding and positioning
- Partnerships



Promoting Professionalism, Supporting People



Challenges

- IT and 'ITSM' are at a crossroads
- ITIL is perceived to be 'old world'
- A number of new models, approaches and frameworks are jostling for position:
 - DevOps
 - Digital Transformation
 - SIAM
 - Agile, Lean
 - BRM
 - ESM



What's Changing?

IT maturity is now entering the 'retail' phase

IT roles, functions and value are all being challenged

A 'perfect storm' driving change:

Consumerization and customer expectation

Customer Experience (CX)

Automation

Digital Transformation

DevOps, Agile, Lean...



Digital Adoption

- By the End of 2017, Two-Thirds of CEOs of Global 2000 Enterprises Will Have Digital Transformation at the Center of Their Corporate Strategy. - IDC Futurescape 2016
- CIOs expect digital revenues to grow from 16% to 37%. Similarly, public-sector CIOs predict a rise from 42% to 77% in digital processes. - Gartner 2016 CIO Report



DevOps Adoption

- A survey of 252 Gartner Research Circle members in May 2016 revealed that 38% already are using DevOps and an additional 35% have plans in place to implement DevOps within the next year.
- DevOps adoption increased from 66 percent in 2015 to 74 percent in 2016. (Everbridge)
- DevOps adoption is strongest in the enterprise (81 percent of enterprises adopting DevOps compared to 70 percent in SMBs).



But of course

- IT departments still have a responsibility to manage and protect the information assets of the organisation
- This is often forgotten in the race to be agile and to use cool new stuff



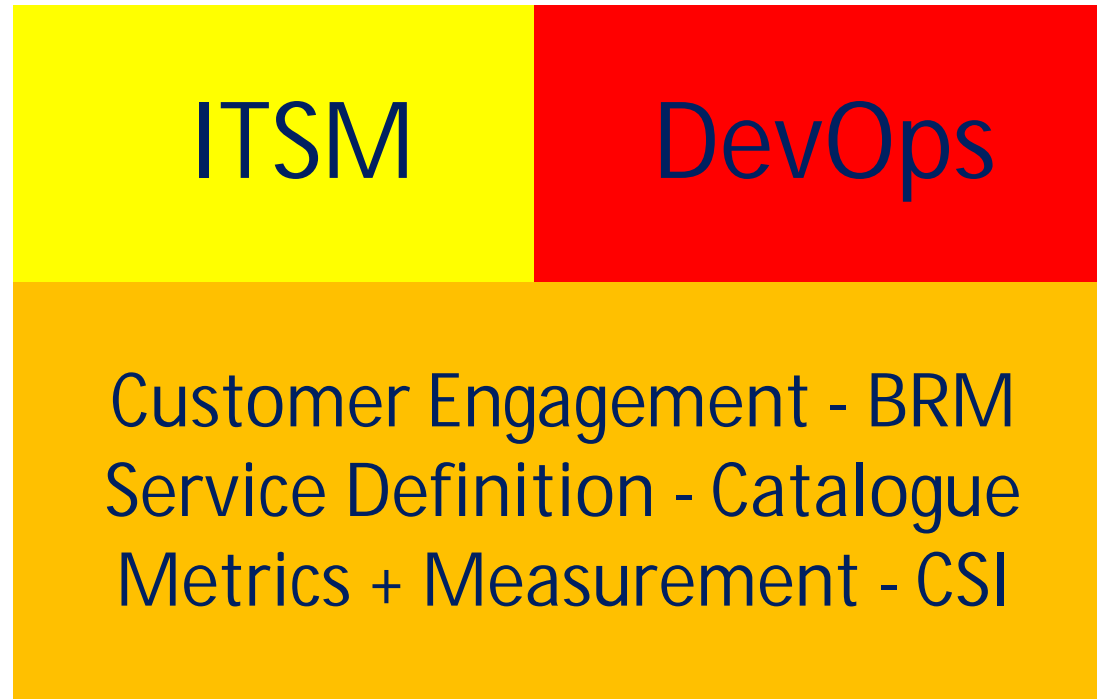
Service Management and DevOps

Process

Culture

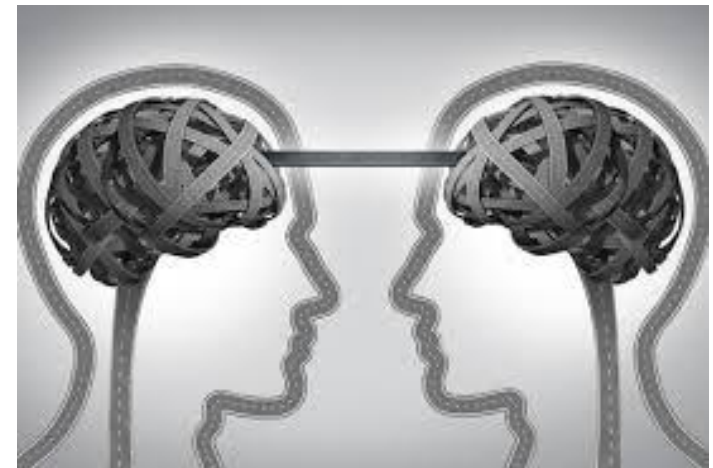
Control

Speed



What we do

- We support people not just technology
- Success depends on our ability to interact
 - productively, positively and professionally
- This involves collaboration:
 - Between people
 - Across teams and IT departments
 - Beyond IT departments
 - With partners



People and skills

- Organisations need to invest in hiring a wider range of people and skillsets for successful IT



What makes a (great) Service Pro?

- Maintaining customer focus
- Delivering great communications skills
- Demonstrating business skills and knowledge
- Understanding and managing risk
- Influencing and motivating difficult/resistant people
- Dealing professionally with varied customer issues
- Standing up to experienced technical people
- Being able to calm down angry/difficult people
- Achieving agreement on difficult issues
- Keeping up to date on new developments
- Procuring/Negotiating contracts
- Managing budgets/finance
- Being positive and resourceful




'New' IT Skills

- Specialist technical skills
- Organisational change and people development
- Key business knowledge/skills
- Contract and supplier management
- Supply and demand management
- Marketing and communications
- Relationship management
- Contract negotiation
- Budgeting and finance

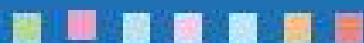




 <p>Your organisation & marketplace</p>	 <p>IT/technical knowledge</p>	 <p>Core ITSM practice areas</p>	 <p>Interpersonal relationship skills</p>	 <p>Self-management & leadership skills</p>	 <p>General business & management skills</p>
<p>This category focuses on the service management professional's knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes.</p>	<p>This category concentrates on the service management professional's wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.</p>	<p>This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.</p>	<p>This category focuses on the service management professional's soft skills and competencies in relation to their relationships with and working with colleagues and external contacts.</p>	<p>This category is intended to cover the service management professional's key personal qualities and abilities which give them the ability to lead others.</p>	<p>This category covers a wider range of supplementary/ancillary business & management skills of which some skill/knowledge/experience would be beneficial to a service management professional.</p>

Key Knowledge and Skills

Organisational structure	Technologies	Plan	Communication skills	Confidence, drive & assertiveness	Organisational change/development
Corporate/business strategy	Products/services/applications	Design	Empathy and getting on with different personalities	Strategic & creative thinking	Project/programme management
Marketplace/external trends	Standards/codes/regulations	Build/deploy	Influencing & persuading	Problem-solving/decision-making	Business report writing & case/proposal making
Competitors	IT frameworks, models, processes & methodologies	Deliver	Negotiation	Motivation & team building	Social media/marketing comms
Customers	Emerging technologies & trends	Organise/motivate	Collaboration	Coaching & performance management	Financial analysis & planning
Product/service portfolio	Vendors/suppliers	Integrate	Facilitation & consulting	Strategic planning	Marketing strategy
Governance	Software/data/asset management	Control	Relationship handling/development	Change planning & management	Contract/commercial law



The CIO

Must 'step up' – to business focus

Must challenge and disrupt – IT

Has to demonstrate value

Must promote good governance

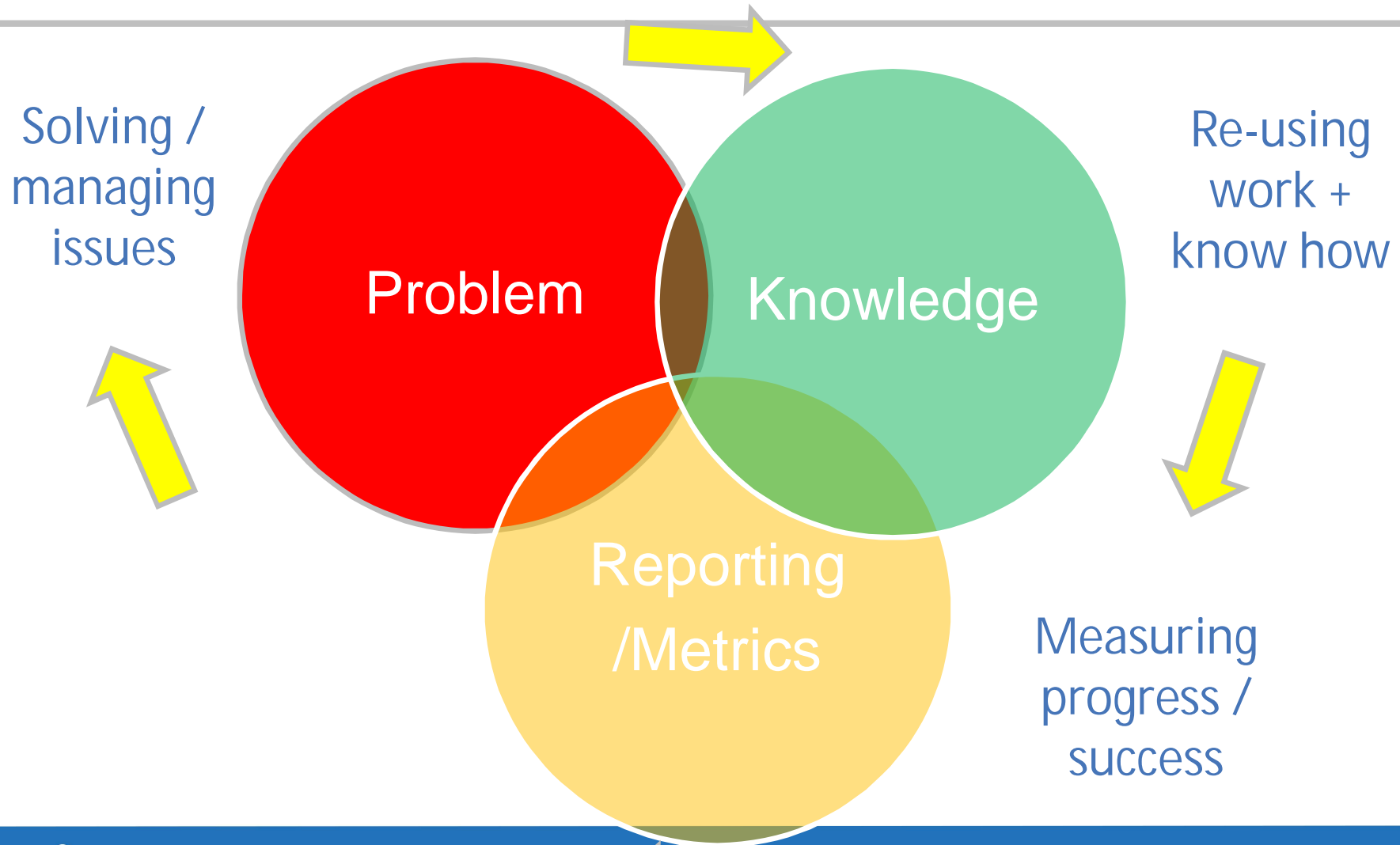
Needs to 'sense and respond'

Needs support and trusted data

Must clarify that: *IT 'can't do it all'*



CSI Triangle



CSI for success

Use metrics + CSI to take action and achieve success...!

Identify trends

Drive improvement

Support investment

Achieve efficiency

Communicate success



Where are we heading?

Let's move our IT organisation from providing systems to delivering Services



Where are we heading?

- More automation
- More focus on CX - customer experience – less opportunity to test CX
- Broader definition of IT / Service Management ‘professional’
- More DevOps/Agile/Lean IT organisations
- More focus on governance, resilience
- ITSM still valued - used with other models
- Need for clarity on how to integrate models



Digital Professionalism

- We must keep up with new ideas and models – the world is changing fast
- A digital professional needs to demonstrate a wide range of skills – beyond IT – business, management, leadership, communications
- The digital professional needs to be able to use a portfolio of techniques
- There are many opportunities and needs for the digital professional...



Thank you for listening!

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PROFESSIONAL
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PROFESSIONAL SERVICE MANAGEMENT FRAMEWORK



PSMF SCORECARD

Michael Jameson | Technical Architect

Associate Recognitions Associate Credits
Professional Recognitions Professional Credits KEY

	Your organisation & marketplace		1 0 2 5
	IT/technical knowledge		0 0 0 0
	Core ITSM practice areas		2 6 0 0
	Interpersonal/relationship skills		0 1 3 0
	Self-management & leadership skills		0 0 0 2
	General business & management skills		0 0 0 10

PSMF SCORECARD

Michael Jameson | *Technical Architect*

Associate Recognitions Associate Credits KEY
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Digital Badges

The digital badges section displays a grid of 12 badges. Each badge consists of the PSMF logo, a category icon, and a level indicator (Associate or Professional). The categories include: ITSM practice areas (Associate), ITSM practice areas (Professional), Interpersonal/relationship skills (Associate), Interpersonal/relationship skills (Professional), Self-management & leadership skills (Associate), Self-management & leadership skills (Professional), and General business & management skills (Associate/Professional).

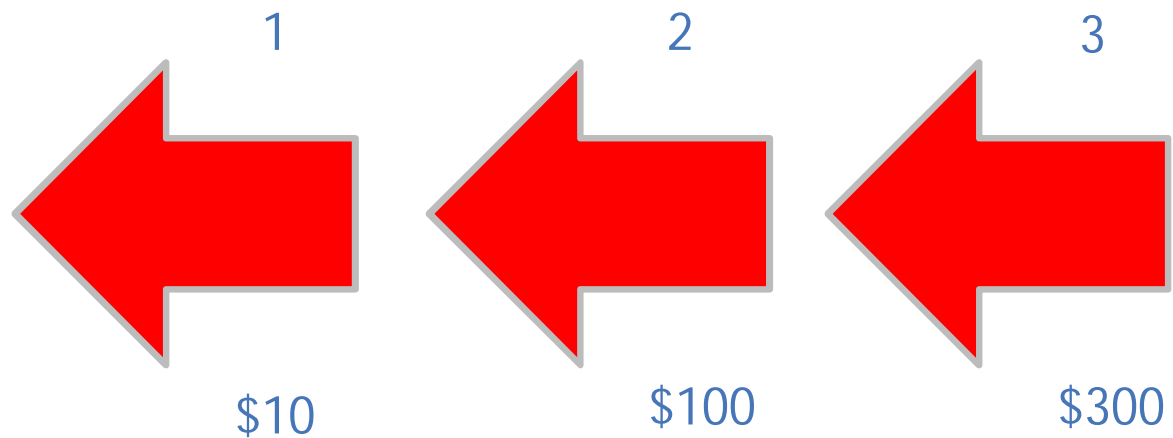


Shift Left

Faster

Cheaper

Easier



Just a better customer experience