



itSMF

*Conference
Budapest, Hungary*

**Communication in IT -
Does this exist?**



Ian Lawson - Chairman, itSMF South Africa

- Johannesburg
- Absa Bank
- Hobbies
 - Triumph TR7
 - Sea fishing
 - Reading
 - Wood turning
 - Wild life & conservation
 - Walking





What is Communication?

Definition:

- transmit or pass on by speaking or writing,
- be in communication,
- succeed in conveying information,
- evoking understanding, etc.

We all think that we know what communicate is.

Understand what has been communicated,



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Why do we Communicate?

- To inform people
- To instruct people
- To influence perceptions
- To motivate people



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How do we Communicate?

- By word of mouth
- By e-mail?
- By Internet/Intranet
- By letter
- By phone

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Barriers to Communication in IT

- No longer face to face
- E-mail or SMS
- Impatience and arrogance
- Too much trouble
- Globalisation
 - Interpretation
 - Language

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What do we want to communicate?

- Personal
 - Share information
 - Request
- Business
 - Instruction
 - Requests
 - Information
- Marketing
 - Promotion
 - Information

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Where and when do we Communicate?

- Anywhere and anytime
 - Sharing of global news
- Very few restrictions.
 - Control
 - Sensitive information
 - Immediate
 - Global

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How do we know if we've been successful?

- Understanding
- Two ears, one mouth
- Measurement
 - Observation
 - Response
 - ✓ Verbal
 - ✓ Action
 - Survey

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What is Psycho-linguistics?

- Psycho-linguistics can be defined as the use of language to manage people's perception and influence their subsequent actions.
 - Communication of bad news
 - Communication of good news

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Service management and Communication

- The art of communication
- The importance of communication
- Communication and ITIL, COBIT, Prince etc.
- Communication training



CIO strategic priorities reflect the importance of contributing to growth and efficiency

To what extent is each of the following CIO actions a priority for you in 2005?

	Rank 2005	Rank 2004	Rank 2003	Top 5 Responses	Average 2005
Delivering projects to enable business growth	1	▲ 18	**	505	8.46
Linking business and IT strategies and plans	2	▲ 4	6	381	8.36
Demonstrating the business value of IS/IT	3	▼ 2	2	380	8.08
Applying metrics to IS organization and services	4	▲ 14	**	341	7.48
Tightening security and privacy safeguards	5	▲ 6	10	308	8.00
Improving business continuity readiness	6	▲ 12	**	296	7.42
Improving the quality of IS service delivery	7	▼ 1	8	289	7.94
Consolidating the IS organization and operations	8	▼ 3	**	283	6.84
Developing leadership in the senior IS team	9	*	*	281	8.02
Improving IT governance	10	▲ 11	3	279	7.44

Selected change in ranking compared with 2004

* New question for 2005
 ** New question in 2004





CIO's - Industry projections 2005

"... Simply put, CIOs and their organizations must deliver more value than the business can buy in the marketplace or face commoditization. CIOs are doing this by delivering secure, high quality IT services and in some cases extending those services into business processes and business intelligence."

[Gartner EXP: Highlights from the 2005 CIO Agenda Report, January 2005]



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It is not enough to provide excellent customer service

We need to make it known:-

- That we are achieving the stated performance standards
- Communicating our successes
- Showing how we compare with our competitors



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Does communication exist in your world?

- Only you can answer this question
- Stop, take a minute
- Importance

