

BARCLAY RAE

Sustainable Service Management

Consistency and evolution

Sustainable Service Management



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Sustainable?

Why do we keep changing and 'transforming'?

Progress is good but long term stability is also desirable and 'sustainable'

If we are delivering and demonstrating value, then why change? Or keep running change/transformation projects?

Sustainable?

Sustainable:

- Balanced across all dimensions – people, tools, data, costs, environment - VALUE
- Predictable – OUTCOMES, COSTS
- Consistent, re-useable, predictable – RISK, GOVERNANCE
- Flexible – evolving, agile – BUSINESS ALIGNED

Demonstrating success, value and continued improvement, with flexibility and the ability to change through evolution...

Key elements for sustainable value

Positive ongoing business relationships – for demand, issue management, data and analysis

Clarity on services and delivery – what are expectations and targets?

Strong focus on customer experience, support mechanisms and processes – service desk etc

Embedded quality practices and processes – CSI, problem and integrated processes

Value-based business and targeted reporting – meaningful metrics – outcomes and CX/EX

People and business focussed projects and organisational change

Clear and focussed marketing and communications



The 7 Steps to ITSM Goodness

1

Engage and listen to customers

Start by trying to understand the customer experience and expectation of IT

2

Build a service structure based on business outcomes

Services trump SLAs, so build a picture of what you are delivering across IT

3

Invest in the service desk, the focal point and flagship of IT

It needs quality and investment to make it work for the whole of IT

4

Get Problem Management working

This is the game changer that most organizations still struggle with. It requires the right person more than a good process

5

Report on the useful stuff

Stop producing piles of reports; report on services and on what's important for the customer and business (not what IT does)

6

Get all of IT working together

It's not just about the service desk; everyone must play a part and this needs to be made clear and managed with governance

7

Change and sell the pitch

Success needs to be communicated and marketed – continuously

Sustainable Service Goodness Based on ITSM Goodness

- Engage + listen – to customers, users, stakeholders, expectations
- Define + map – services, value streams, catalogue, profiles, priorities, performance, experience, outcomes, costs,
- Structure + invest – support model, service desk, capability, quality
- Create + manage – processes, practices, quality, governance
- Produce + use – reports, dashboards, scorecards, for experience, outcomes, analysis, narrative, decision-support
- Build + lead – people, teams, collaboration, projects, operations, culture
- Communicate + sell – success, improvement, achievement, value



Sustainable Service Goodness Based on ITSM Goodness



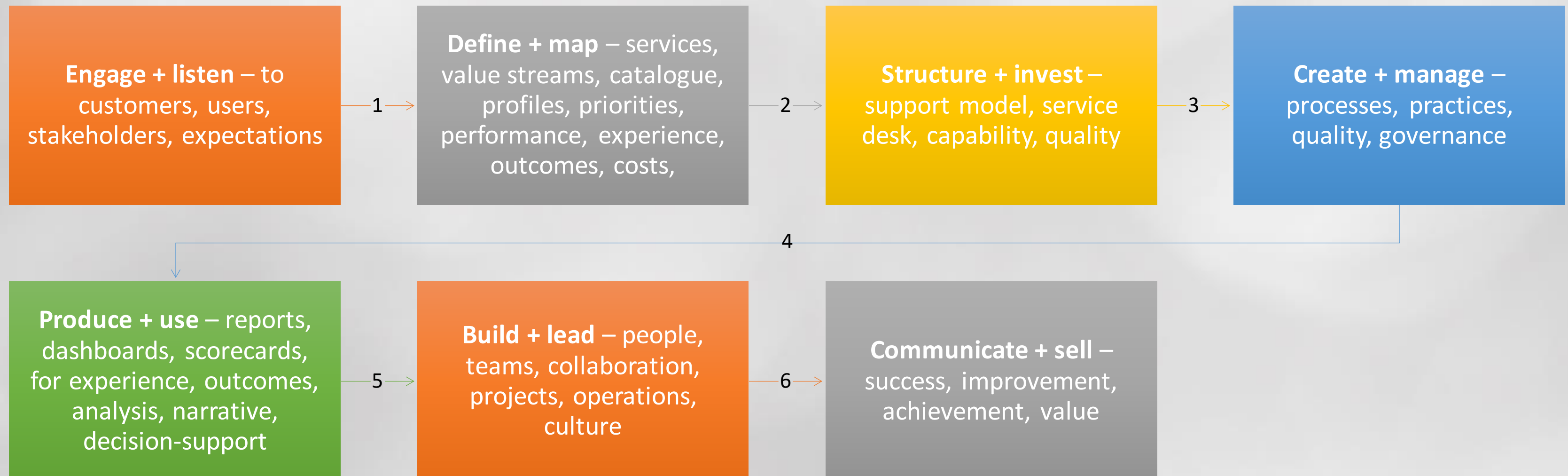
7 steps	What?	Current State	Future planned	Practical Steps
Engage + Listen	BRM, CX, SLA, XLM, Value definitions, outcomes			
Define + Map	SLA, XLA, KPI, Service catalogue, CMDB, value streams			
Structure + Invest	Service Desk, service model, automation, tools, capabilities			
Create + Manage	Integrated process /practices, problem, CSI, ITSM			
Produce + use	Reporting, Data analysis, dashboard, infographics, Value Demonstration			
Build + Lead	Project, management, collaboration, teamwork			
Commun	Communications and PR, Messaging, culture,			

Workshop learnings – 18/9 SRVision

Tips for Sustainable Service Management

- Engage + Listen / Communicate and sell – most important points
- Use Compassion and empathy – how to use language, influence, actions
- Use Internships – in the business/ across IT
- It's a (long, never ending) journey
- Use Persona based reporting
- The value of listening..!
- Keep presenting and promoting the why
- Talent management and retention
- Shift left + Shift Right...

Sustainable Service Goodness Based on ITSM Goodness



Practical tips for success



- Its about people, motivation and engagement
- Sustainability requires clear understanding and communication of value
- Listening and embedding stories – story-making
- Sell the value to keep the focus



THANK YOU

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Enterprise Digital – the podcast