

Co-Creating Value in Organisations

with David Barrow CITP FBCS
srvision 2023



Introduction



David Barrow Value Co-Creator



Thirty years working in IT
Service-related roles -
approximately thirty
seconds speaking on stage



Committee member for
the BCS, BSI and ISO
talking all things
Service Management



Co-Creator of Value-
Based Communities of
Practice



ITIL 4 Strategic Leader,
ITIL V3 & V2, VeriSM
SIAM

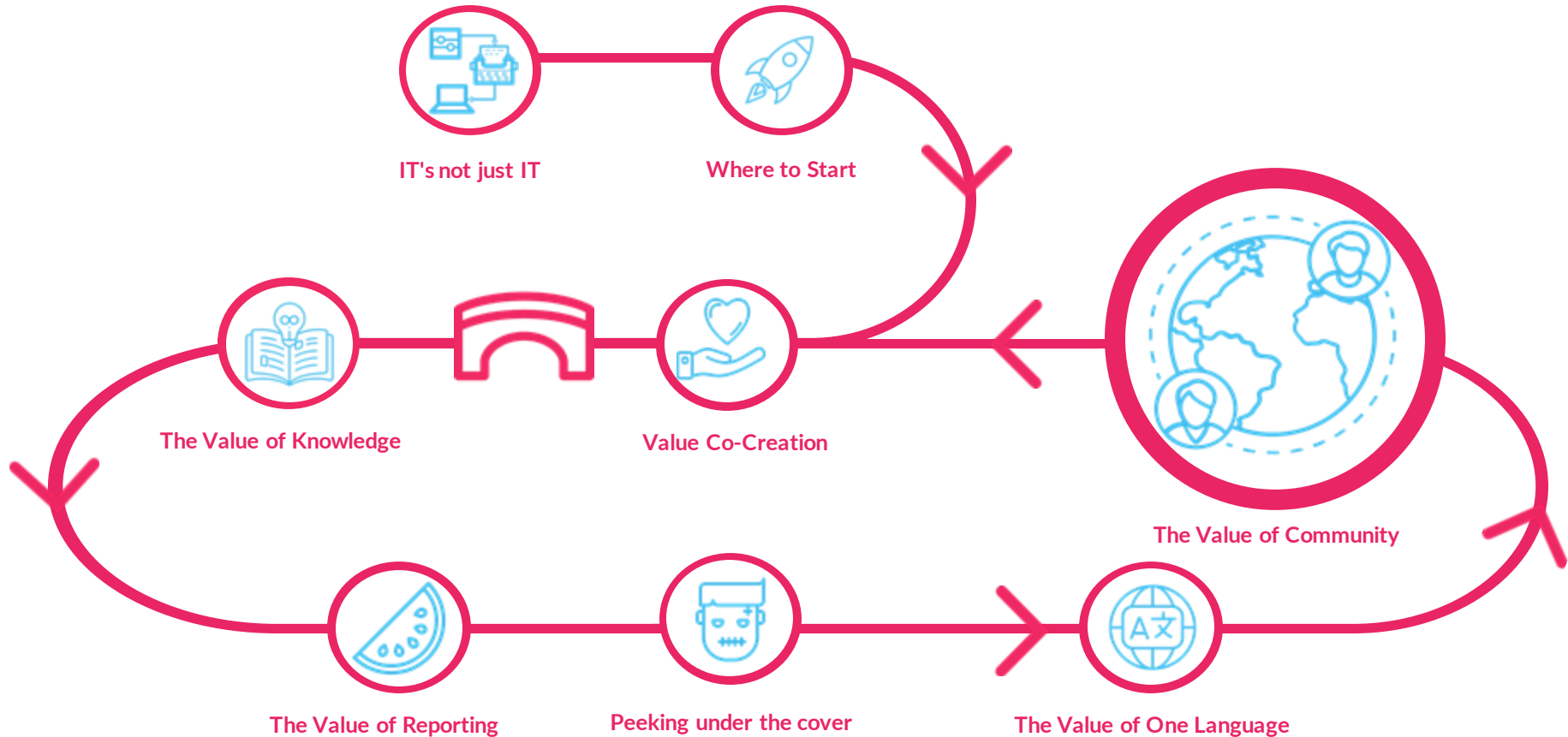


Mentor for the BCS and
Reed Women In
Technology Programme



Author of 'Co-Creating
Value in Organisations
with ITIL 4'

Our Journey together



IT's not just IT

A brief history of 'professions'



2.8 Million years

Toolmakers

500,000 years

Tailors &
Seamstresses

26,000 years

Ceramicists

100 years

Information
Technology

Do we co-create value?

Where to start?



Gareth Jones
Business Analyst

“To me, the definition of value is the importance, relevance, and strength of my relationships, my family and friends plus my physical and mental state.”

What does **VALUE** mean to **YOU**?

Where to start?

Focus on Value

Align your values

Start where you are

Take stock & assess

Holistic Vision

Align values & your destination to
the vision

Collaborate

Win hearts with value alignment &
spark acts of curiosity



**Co-Creating value takes time.
These are Enterprise issues, not just IT.**

Value Co-Creation - Outside In

ORGANISATION



STRATEGY

Communication of the organisational strategy

INNOVATION

Clear strategy = opportunity to innovate

BENEFIT

This is all of us, not just IT

EMPLOYEE



CULTURE

Employees are attracted to your culture

OPPORTUNITY

Employees stay for opportunity

TRUST

Work, life, training, empowerment

PARTNERS



PARTNERSHIP

Commercial & Cultural

CO-OPERATION

Treat suppliers like partners

MEASUREMENT

Hold yourself to the same level of account

CUSTOMER



TRUST

Trust works both ways

PRODUCTS

Your products are a portal into your values

SERVICE

Every product is a service, & each service an experience

Value Co-Creation

In this together



Form a community (COP)



Co-Create a charter



Lift people out of the fire



Keep it simple and practical

Value & Outcome Focused Charter



People & Culture



Career Development



Digital Service Lifecycle



Enterprise Service Roadmaps



Relevant Measures



Risk Awareness



Practices



Right sized knowledge

The Value of Knowledge



Digestible

IT's all about Service

Enable proof of concept &
capture lessons learned



Sustainable

Knowledge Families

Knowledge for the
enterprise



Relevant

Reuse or retire

Utilise impactors &
influencers to measure
knowledge



Accessible

Multichannel

Measure engagement, &
usefulness



The Value of Reporting

Availability

▲ 99.99 %

4.5 minutes lost this month



Incidents

▼ 4870

A 5% reduction

MTTR

▼ 126 mins

From 135 mins, prior month



Failed Change

▼ 6%

6 of this months 100 changes

ASA

◀ 40 secs ▶

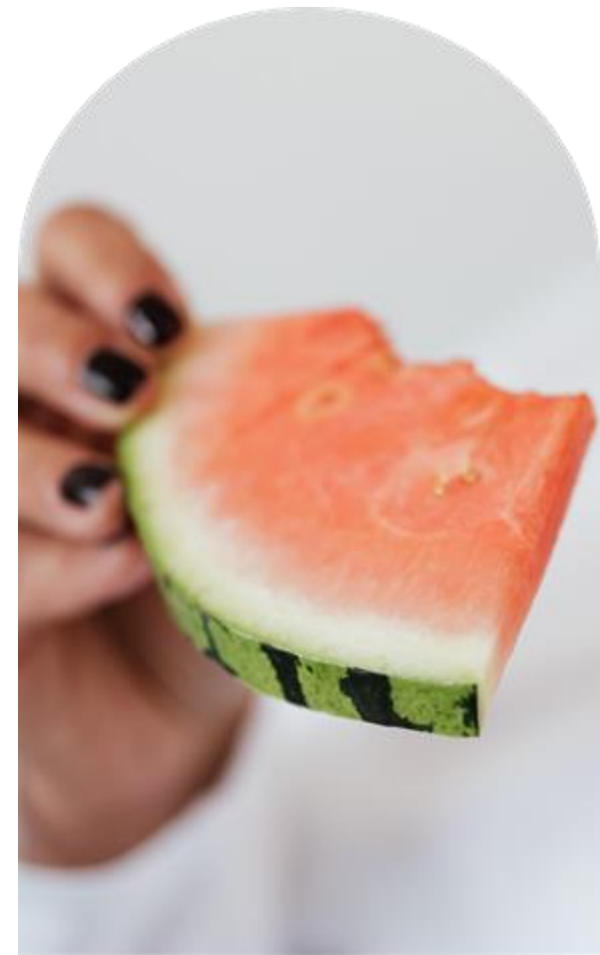
Average Speed of Answer



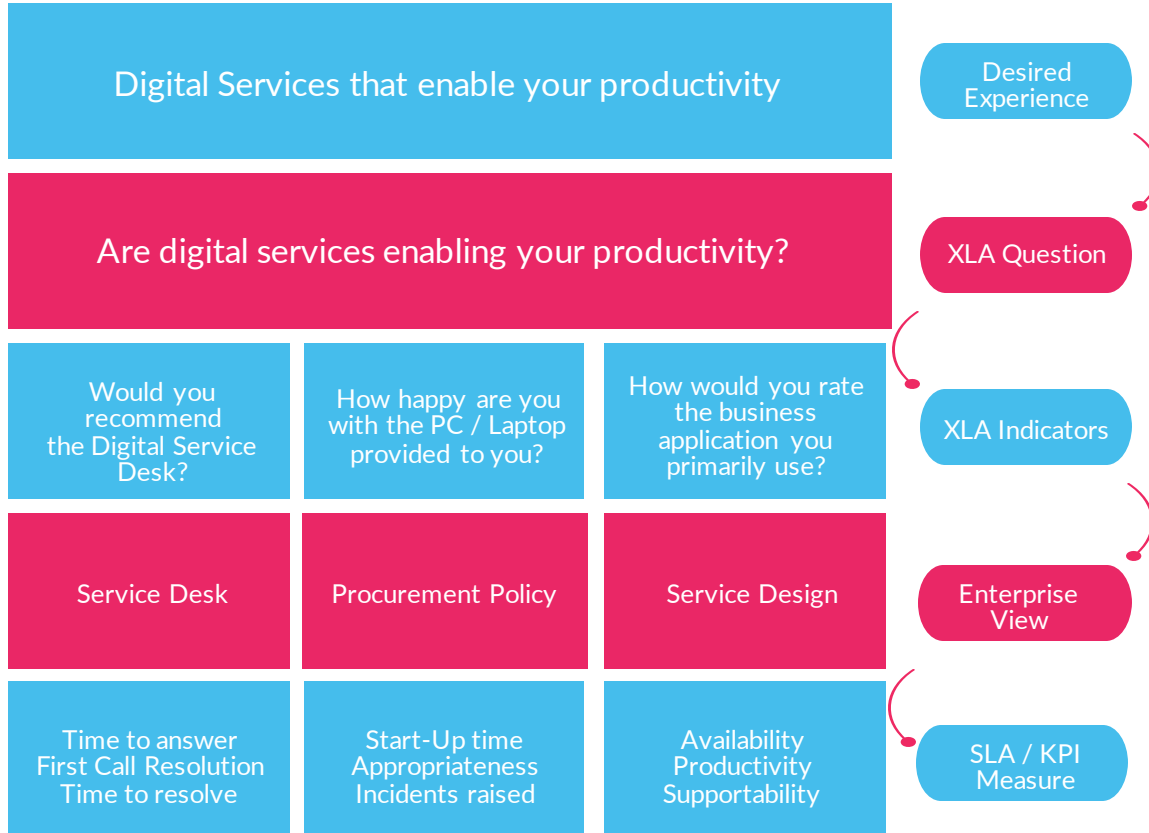
Customer Satisfaction

◀ 72% ▶

< 3/4 of customers are happy with service



The Value of Reporting





'Peeking' under the cover



But....It's not broken



Outside - In



Low hanging fruit



Relationships



Tech & non tech skills



Fragile Services

Service Quality Manager

The Value of One Language

No Stupid questions

Measure Use

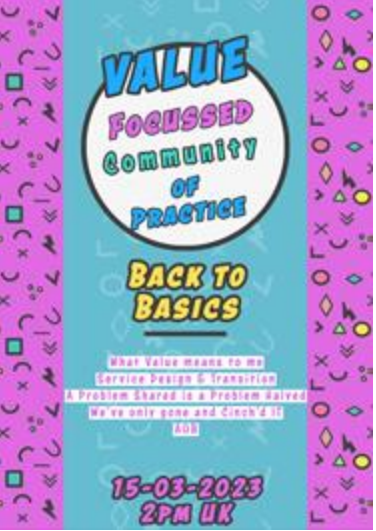
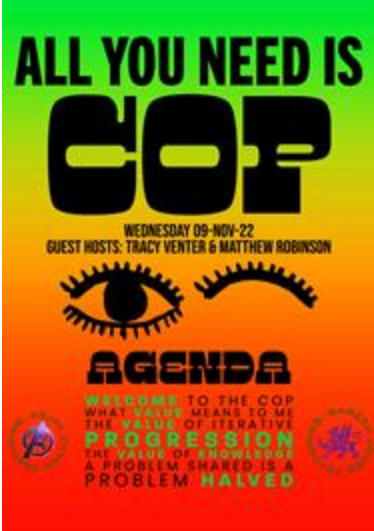
Evolve & Own

Appropriate & Relatable



Co-Create real value by embedding your language across your enterprise

Attract IT & the Enterprise



Agenda



Consistency



Celebrations



Guests



Global Visibility



The Future?



Education



Sustainability



Health & Wellbeing



Limitless Possibilities



Allyship

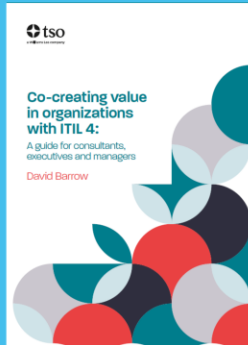
Let's build this together



Ian Aitchison

Enterprise Digital Podcast co-host

*"The community puts
the 'Co' into
co-creating value."*



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