



# 75+ tips for ITSM goodness



Barclay Rae

# Selling your project and getting budget

- ✓ Clear measureable goals
- ✓ Business language - not IT/ITSM
- ✓ How will success be achieved and accepted?
- ✓ Beware too much cost/financial ambition
- ✓ You can't 'do ITIL' in 20 days



# Building a realistic plan

- ✓ Short term wins
- ✓ What can we do in 30/60 days
- ✓ Phasing & focus - reality and outcomes
- ✓ Get project management - focus on logistics and people
- ✓ Training alone won't deliver organisational change

activity	time - minutes										cost		
	1	2	3	4	5	6	7	8	9	10	cap	rev	
prepare ingredients	■											8	
prepare equipment		■										5	
assemble crockery, utens, warm plates			■	■	■	■	■	■	■	■		8	
grill bacon				■	■	■	■	■	■	■	3	8	
grill tomatoes					■	■	■	■	■	■	2	7	
lay table					■							3	
fry sausages						■	■	■	■	■	4	6	
toast bread									■	■	2	3	
fry eggs										■	■	3	2
serve										■		3	
<b>total costs</b>											<b>14</b>	<b>58</b>	

# Getting business people interested

- ✓ Don't just talk to them - *listen* to them
- ✓ Ask them in their own terms - make them feel they are being asked
- ✓ Beg, coerce, bribe, start with friendly customers
- ✓ Involve them - not a lot of their time needed
- ✓ What are the benefits for them and the business as a whole
- ✓ 'We tried this before'



# Making SLAs work for you

- ✓ Start with Services...!
- ✓ Move from systems to service focus
- ✓ Simple language – not technical or legal jargon
- ✓ Realistic and sustainable
- ✓ Must be measurable
- ✓ 'SLD'



# Building a brilliant Service Desk

- ✓ Hire brilliant people
- ✓ Set the tone
- ✓ Clearly define the 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> level model
- ✓ Develop from personality and communications skills
- ✓ If Service and the Service Desk is important, invest in it
- ✓ Make it an aspirational place to work
- ✓ Generally first time fix is faster cheaper and better for customers



# Service Desk – World Class (sample)

## Customer Advocacy

- Customers are happy to recommend the service received
- They are enthusiastic about providing references or testimonials

## Efficiency

- Efficiency and performance are constantly reviewed with actions
- Metrics are publicised and promoted across IT and customers alike
- The organisation continually looks at optimising cost with BAU

## Emotional Intelligence

- All are empowered to act beyond their normal remit
- Proactive behaviour is encouraged and regularly demonstrated
- Issues are seen as opportunities for improvement
- Issues are tackled with teamwork, customer focus and professionalism

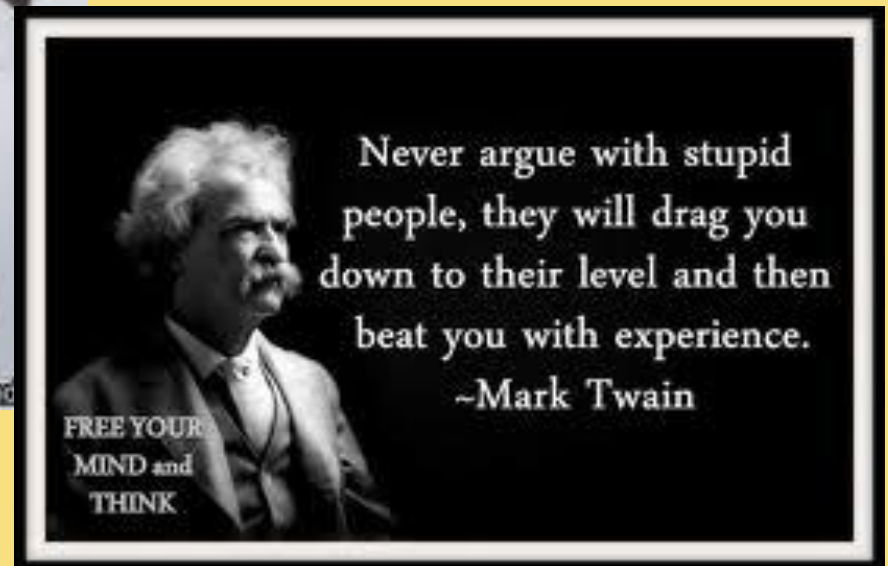
# Making Problem Management work

- ✓ More about ownership + people than just a process
- ✓ Problem Management – part analyst, investigator, mostly project manager
- ✓ Spyglass and whip
- ✓ Visibility helps – teams/crowds solve more problems
- ✓ What are your top 5 problems?
- ✓ Not necessarily just the (promoted + successful)  
ex Service Desk Manager





# Using the right people





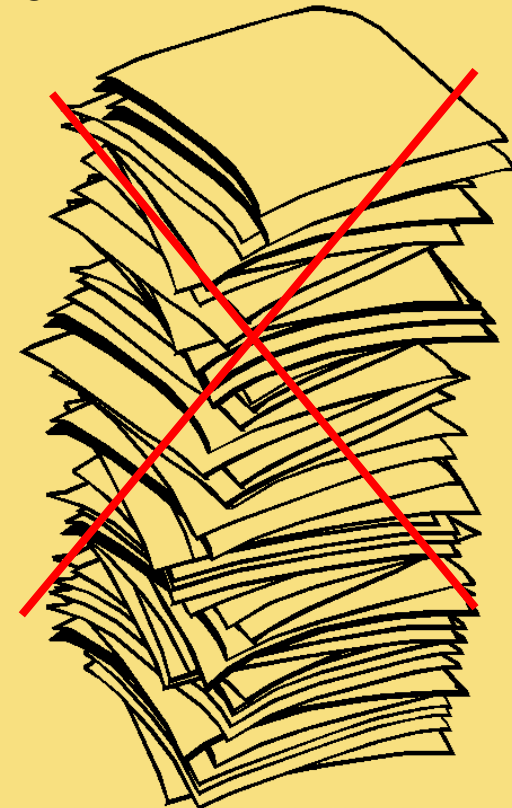
# Using the right people

- ✓ Think about the real requirements and outcomes from a role – do they fit the jacket?
- ✓ Service needs people who show commitment, EiQ, empathy, maturity, professionalism, doggedness, openness, confidence, consistency
- ✓ If you hire based on people's qualities then you don't need so many rules and processes
- ✓ If someone doesn't fit or deliver, customers and service will be affected



# Producing appropriate documentation

- ✓ Since when did technical writers write by-lines for newspapers?
- ✓ In-depth Guardian/Times article vs. Sun/Mirror headline?
- ✓ No-one reads more than a page or a few lines
- ✓ Don't confuse e.g. project documentation with project updates + communique



# Cutting through the culture

- ✓ Management reporting lines need to be ignored or subverted
- ✓ ITSM is not a traditional IT development project
- ✓ People need to feel they are in an environment where they can (and should) change
- ✓ *'If you can't change the people, change the people'* - true but you need to create a clear and positive culture too...





# Thank you for listening...

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