Immersive and Experiential ITSM Education

This is a very practical, experiential and engaging ITSM educational series. It is designed to deliver a powerful toolset of skills and knowledge for effective and successful ITSM (IT Service Management).

Each session can be tailored as required and combined with consultancy work (e.g. a short review) to deliver tangible value to your organisation. Individual components – e.g. workshops and simulation – can be run together or separately as highly effective stand alone units. This 3-day (or the full 5 – day) ITSM Education package provides a powerful kick-start to your organisation and its staff, getting everyone moving practically and quickly as a team.

The educational content is based on 25+ years of hands-on experience of 500 ITSM projects – it is practical, proven and successful. The underpinning philosophy follows the ‘ITSM Goodness’ approach - providing clarity and simplicity in message alongside expert guidance for maximum impact and positive results.

For more information visit [www.barclayrae.com](http://www.barclayrae.com)
[www.ITSMGoodness.com](http://www.ITSMGoodness.com) or contact [bjr@barclayrae.com](mailto:bjr@barclayrae.com)
3-Day ITSM Education Series

The aim of this series is to take your people and organisation through the key steps and requirements for successful ITSM. This is done quickly and in a memorable and effective way – so that teamwork and cultural aspects of implementation are tackled as well as processes and approach.

This is usually run onsite at your organisation’s offices, for 8 – 20 people (12 – 15 (optimum), or can be arranged at other venues if required.

ITSM Simulation – half day

3 rounds of Polestar ITSM simulation.

This workshop provides experiential learning and activity around ITSM as well as teambuilding and practical ideas and engagement. It is a great introduction to ITSM, which is then referred to across the rest of the education sessions.

A fun and engaging day of discovery, it includes role-playing and insight into practical Service ‘supply chain issues’. The attendees have to operate an IT organisation (this can be sector focussed) and provide service to customers, developing tools and integration processes to make this seamless and cost effective. Invariably the first few rounds are chaotic and unsuccessful, so the attendees have to work out how to improve – this happens over the day, and teamwork and key learning points and issues are highlighted.

The role-playing element allows people to see situations and issues from a different perspective – there are often ‘mini-epiphanies’ during the course of the day.

People remember what has happened to them more memorably than just reading or hearing information from slides or books – so this is a highly effective and pivotal element in getting people involved and engaged.

See this in action – an IT organisation running the simulation and improvement workshop – on ITSMTV with Barclay Rae
ITSM Goodness Workshop – half day overview

The workshop offers a general ITSM overview as an introduction – history, market, trends and issues – and this leads into the need for a simple, successful model of practical advice and pragmatic guidance.

The workshop then follows the 7-step ITSM Goodness process in presentation modules, each with group discussions and templates available. The final review session involves attendees in identifying practical steps for action as a follow-up.

Sample Agenda

Introduction – what is ITSM Goodness? Why do we need it?

ITSM Goodness 7 Step Modules:

1 Engage and Listen to Customers – Why engage? How to approach and hold useful meetings, what information is required, how to get good priority-based information, the importance of stage management

2 Build a structure of Services based on Business Outcomes – why do this? Service Catalog, SLAs and SLM, Service Structure and service database, workshops, how to move this forward quickly, planning, data inputs and outputs

3 Invest in the Service Desk – Why invest? Practical proven tips for success, Service Desk roles and management, Code of practice, standards, the importance of ‘joined up’ ITSM

4 Get Problem Management working – Why problem? Key elements of successful PM, roles not processes, collaboration and visibility, using cause codes and other tips for system and process use

5 Report on Useful Stuff – Why change our reporting? What do we currently do? How does this relate to customers and business? How might we construct more business-relevant reports?

6 Get all of IT working together – Why all of IT? Processes don’t happen by themselves – the need for governance, tips to get IT people interested and engaged

7 Change and sell the pitch – Why change? Culture and people – making change happen and keeping the lights on, embedding change and constant renewal

Final Summary and Discussion – action points

This workshop can also be delivered in more depth as an interactive workshop over several days, depending on requirements.
ITSM Practical Training Sessions – 1.5 days

This covers the key process and project areas of ITSM in a simple and practical format as follows:

1. Introduction and definition
2. Key benefits, issues and pitfalls
3. How to make this work
4. Practical exercises and tests of learning
5. Discussion and review

Topics covered – select from:

*These can all be reviewed and amended to suit individual organisational needs*

- Service Desk
- Incident Management
- Problem Management
- Change Management
- Asset and Configuration Management
- Service Level Management – SLA, portfolio and service catalogue
- Organisational change and communications
- Culture and governance
- Project approach, service transition and continual improvement
- ITSM frameworks and approaches – ITIL, COBIT, USMBOK, Standard and Case, Agile, DevOps, ISO/IEC 20000, SDI/HDI

ITSM Practical Exercise – Half day

This final day involves the attendees solving key ITSM issues and questions as part of a team exercise, using key learning points from the other sessions during the week.

It includes providing process and project content, as well as giving presentations. The day concludes with an overall review of all the work covered. The content produced is relevant to the organisation and is therefore useable as a real practical ‘kick start’ for your project.

The ITSM Education Series concludes with a certificate of attendance and feedback notes from the presenter to the organisation.
Barclay Rae

Barclay Rae is an experienced ITSM mentor and business manager. He has worked on approximately 500 ITSM projects over the last 25 years, as well as starting life on the operations side of IT, setting up and running Help/Service Desks.

Barclay has worked for a number of ITSM organisations, as well as running consultancy company e2e for 10 years. He delivers strategic ITSM consultancy, mentoring and business development, as well as media analyst services to the ITSM industry.

Barclay is the writer and presenter of ITSMTV, including the ‘Service Desk Inspector’ series. He also participates in the ITSM Rest of the World weekly podcast.

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