



SERVICE MANAGEMENT

IT Runs on Definitions

About ITSM Academy



- ◆ Certified Woman Owned Business
- ◆ Accredited ITSM Education Provider
 - ◆ ITIL® Foundation / V3 Bridge
 - ◆ ITIL® V2 Practitioner & V3 Capability
 - ◆ Service Manager / V3 Bridge
 - ◆ ISO/IEC 20000 Certifications
 - ◆ Practical Workshops
- ◆ PMI Global Registered Education Provider
- ◆ Public Training Centers in Fort Lauderdale and Dallas
- ◆ Corporate on-site classes
- ◆ Over 15,000 learners trained since 2003

2007 - Awarded Federal Government Schedule Contract (GSA) allowing ITSM Academy to become a premier provider of ITSM education to the US Government

The National Spelling Bee



- ◆ What's the big deal about spelling?
- ◆ How do those kids spell so well?
 - ◆ Is there an alternate pronunciation?
 - ◆ Can I have the definition?
 - ◆ What is the language of origin?
 - ◆ What part of speech is the word?
 - ◆ Can you use it in a sentence?
- ◆ Spelling is about fundamental, definitional approaches and techniques and so is ITIL®

The Word-Challenge

- ◆ Consistency
 - ◆ Taking a consistent approach to defining and framing ITIL® terminology
- ◆ Repeatability
 - ◆ Having the terms and concepts 'stick'
- ◆ Standardization
 - ◆ Having a set of rules by which we operate

Adopt and Adapt

- ◆ Take this idea to heart
 - ◆ Define your purpose and your rules
- ◆ Begin with the basic definitions provided in ITIL®
 - ◆ This includes glossary terms, processes and functions
- ◆ Build a Conceptual Frame based on your organization and usage
- ◆ Communicate both the term and the Frame

Defining your Purpose

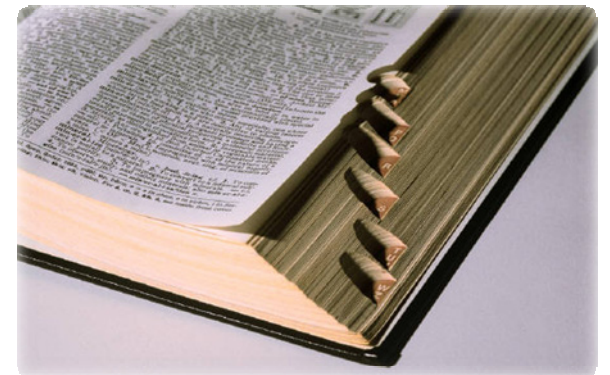
- ◆ Why do we exist?
 - ◆ Allows you to be business, customer, service centric
- ◆ What do we do?
 - ◆ Allows you to be IT, technology, and project centric
- ◆ What you do enables and supports why you exist
 - ◆ First define why you exist, then you can examine what you do

Defining your Rules

- ◆ In addition to ITIL[®], which frameworks fit your definition of your purpose?
 - ◆ Six Sigma: Improvement definition
 - ◆ CMMI: Application excellence definition
 - ◆ PMBOK: Output excellence definition
 - ◆ MOF: Microsoft definition

Definition of a Definition

- ◆ Term
 - ◆ The word itself (e.g. Service)
- ◆ Definition
 - ◆ Dictionary definition
- ◆ Context
 - ◆ Conceptual frame in which the word is used that provides full understanding and usage of the word



Conceptual Framing



- ◆ What is a Conceptual Frame?
 - ◆ A mental ‘word-picture’ that links a term and the concept
- ◆ “Name It and Frame It”
 - ◆ Changing the context of a word to change the mental ‘word-picture’ associated to the word
- ◆ Example: Problem
 - ◆ Mr. Webster’s Dictionary: negative connotation (an issue)
 - ◆ ITIL®: Proactive connotation (Root cause and fix)

Applying the Frame

- ◆ Service
 - ◆ Ability to...
- ◆ Configuration Item
 - ◆ Tangible aspect of a service
- ◆ Event
 - ◆ Something is fishy in Denmark
- ◆ Architecture
 - ◆ Blueprint

Applying the Frame (continued)

◆ Process

- ◆ Not just a flowchart
- ◆ Inputs, Outputs, Triggers, Roles, Resources and Activities

◆ Procedure

- ◆ Insert Tab A into Slot B

◆ Role

- ◆ A hard day's work for a hard day's pay

Communication the Frame

- ◆ Begin thinking and living the terminology
- ◆ Begin using the terminology in polite company
- ◆ Ensure everyone is using the terminology and using it correctly
- ◆ Take time to stop and correct misuses (but do it in a nice, mentoring way)
- ◆ See the change in your company DNA

Want to Learn More?

◆ Now available

- ◆ ITIL® V3 Foundation / Bridge
- ◆ ITIL V3 Capability - RCV
- ◆ ITIL® V3 Service Manager Bridge
- ◆ ITIL® V3 books
- ◆ ISO/IEC 20000 (ISO 20K) Foundation
- ◆ Certified Process Design Engineer (CPDE)SM

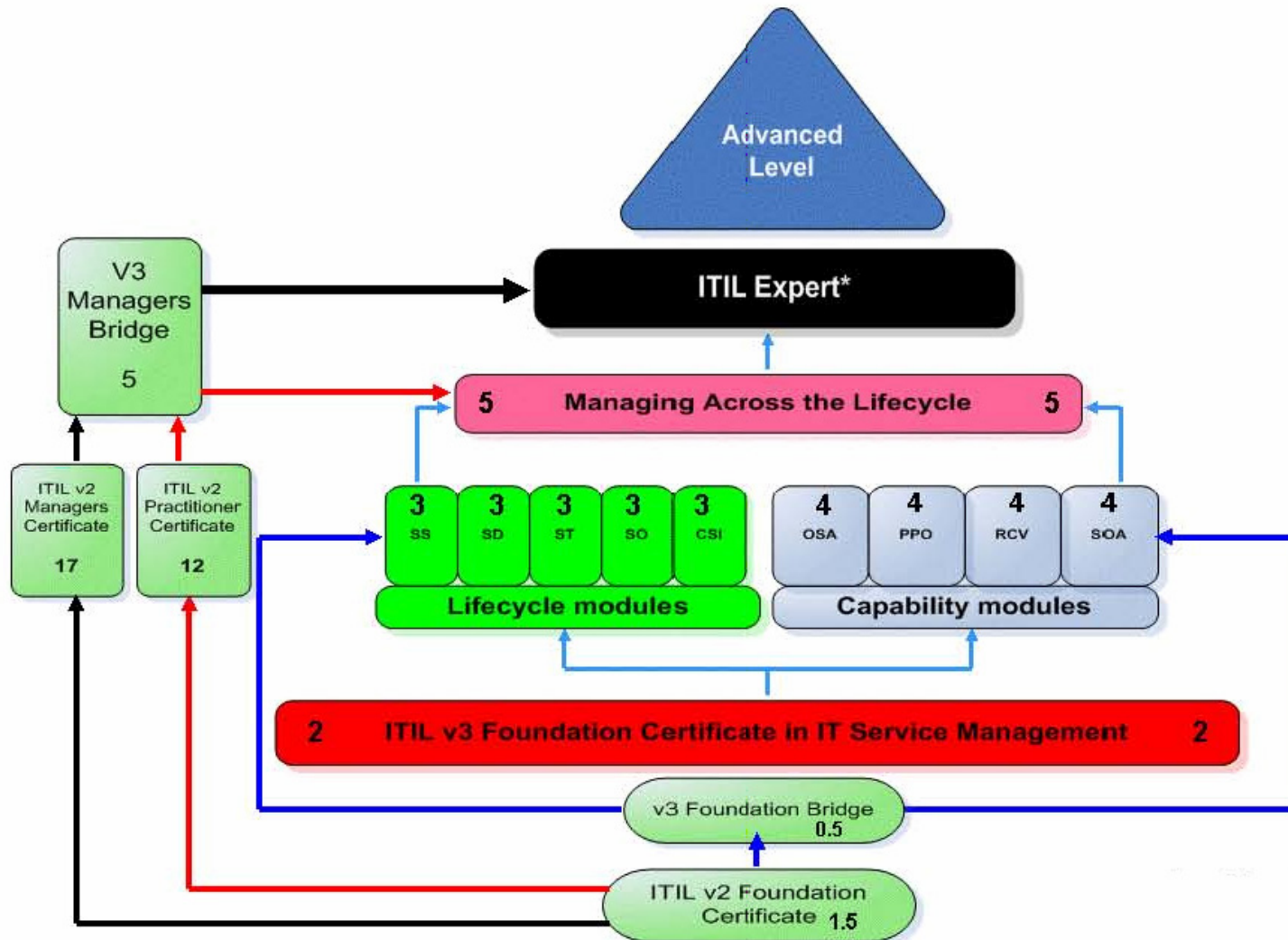


◆ Coming soon

- ◆ ITIL® V3 Capability, Lifecycle, Managing Across the Lifecycle
- ◆ ISO 20K Professional Level Modules
- ◆ MOF 4.0 Essentials



ITIL® V3 Certification Scheme



ITSM Academy, Inc.

