

itSMF International

The IT Service Management Forum

2008/09 itSMFI Executive Board

Director Portfolio Structure

Background

A review of the current portfolio structure, feedback from some chapters, conversations with the outgoing chairman, have indicated that some minor revisions may help improve the success of meeting deliverables from the new Board.

The business that itSMFI is now involved in and planning growth around is somewhat new and may benefit from a revised portfolio structure to ensure all aspects of these new business areas are assigned and managed actively and with a focus of accountability for governance, management, planning and deliverables.

Communications will reside as a responsibility for all Directors.

The Chair will be accountable for communication coordination to all Chapters, members and the public at large.

As a team, all Board members are equally accountable for the success of ALL portfolios. Assignments are the responsibility of the Chair and Directors assigned a portfolio are given primary responsibility for its strategic planning, budget forecasts and expenditure reporting and operational execution.

While a degree of autonomy in the managing of portfolios is required for carrying out the portfolio mandate, no single Director will take a decision which binds the organization without gaining the agreement, through the formal decision process of motion, vote or consensual ratification.

Working committees may be required to execute the mandate within a portfolio and the Director responsible will play a leadership role and be ultimately accountable for its working operation, and budgetary needs. It will be the responsibility of the Director responsible, to report to the full Executive committee on the activities and progress of any working committee within their portfolio.

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Portfolio Structure:

1. Governance, Policy and Accountability
2. Company Secretary
3. Audit, Compliance and Standards
4. Publishing and Best Practice Development
5. Intellectual Property and Brand Management
6. Marketing and Business Development
7. Chapter and Member Services
8. Professional Certifications and Qualifications

1. **Governance, Policy and Accountability –**

This portfolio reports to the Executive Board and includes but is not limited to the following:

- a. Memorandum and Articles of Association (Founding Document)
- b. Rules
- c. Setting strategy and policy itSMFI governance
- d. 3 Year Plan - to be reviewed annually
- e. Ethics and management standards
 - i. Code of conduct
- f. Election procedures
- g. Board protocol for meetings, public statement, motions, votes, etc
- h. Definition and formalization of itSMF Principles and values
- i. Defining and implementing a policy and process for complaints, suggestions, requests and escalations of these from chapters and members.

2. **Company Secretary -**

This portfolio reports to the Executive Board and includes but is not limited to the following:

- a. Recruitment of Board staff positions and HR Management
 - i. Staffing Plan and timetable
 - ii. Training Plan and staff Development
- b. Management of contracts with third party suppliers, including the contract supplier for current and possibly future office administration of Board activities
- c. Responsibility of treasurer

- d. Setting Chart of Accounts, budgets, financial reporting requirements
- e. Reporting on financial activities and third party discussions that might lead to policy decisions to the Executive and full Board
- f. Managing Quarterly feedback from Full Board
- g. Company Secretary administration and compliance with UK Company Law
- h. Board investments
- i. Chapter and Global membership Revenues

3. Audit, Compliance and Standards

This portfolio reports to the Executive Board and includes but is not limited to the following:

a. Chapter and Board activity and compliance audits

- i. Audits of Chapter agreements and Charter, conducted in liaison with Financial audits and the Company Secretary portfolio
 - ii. 3rd Party Trademark License compliance
- b. Review for compliance of governance, policy and accountability
 - c. SC7 Liaison and coordination of itSMFI contributions to the various SC7 working groups
 - d. Liaison with other practice and standards groups to strengthen the partnership and influence in areas such as:
 - i. COBIT
 - ii. CMMI
 - iii. TOGAF
 - iv. BITA

- v. Others as approved by the Executive Board
- e. Official issues, complaints and arbitration activities. Would provide support to the financial portfolio holder in contractual issues resolution if required. (consider independent body in future)

4. Publishing and Best Practice Development

This portfolio reports to the Executive Board and includes but is not limited to the following:

a. Publications process owner

- b. Production of Future publications strategy and plan
- c. Production of a Publications Marketing plan
- d. ITSM Library
- e. itSMFI Journal
- f. International Bookstore & Sales
- g. Translations
- h. Ad hoc and formal liaison with industry partners and committees for collaboration and influence in ITSM best practices.
- i. IPESC Area
- j. Quality Assurance
- k. Endorsement

5. Intellectual Property and Brand Management

This portfolio reports to the Executive Board and includes but is not limited to the following:

a. ITSMF Brand Stewardship

- i. Define criteria from itSMF UK for successful migration to itSMFI
 - ii. Chapter and member guidelines on proper usage of “itSMF” name including third party trademark licensing arrangements
- b. ITSM LIBRARY
- c. Web Presence
- i. ItSMF.com, itSMF.org, itSMF.net
 - ii. itSMFI domains
 - iii. External Content Management Suppliers
- d. A liaison role between business development, publishing, etc. is likely needed since overlap may exist.

6. Marketing and Business Development

This portfolio reports to the Executive Board and includes but is not limited to the following:

- a. Drafting operational delivery plans with the Executive staff
- b. Responsibility for those areas of the business plan where new initiatives are planned, and also for establishing additional areas of opportunity for business, financial and value for itSMFI and potentially itSMF chapters globally as well.
- c. Once concrete business lines are operational, they will transfer to the appropriate portfolio
- d. Coordination of regular member and industry surveys across chapters aiming to achieve consistency so that global trends can be established. Possibly one centrally administered survey across all itSMF members. Data and results from the survey provided to all Chapters.
- e. Periodic intelligence reports to the board based on surveys and other information.
- f. Strategic business development plan for the itSMF globally. This plan to be agreed with the board and implemented as a global direction
- g. Production of a core 'itSMF Member Benefits' list and slide show that is kept updated and can be used to promote the itSMF to members at events or by members to their boards or customers. Provision of this slide set to all chapters (Translated where appropriate)

7. Chapter and Member Services

This portfolio reports to the Executive Board and includes but is not limited to the following:

- a. Annual (or semi-annual) survey of membership.

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- b. Conducting quarterly feedback gathering from Chapters for IEB performance review
- c. Chapter Leadership training program and itSMF Leadership and management best-practice sharing
- d. Chapter mentoring, consulting, guidance, support.
- e. An international Conference/event/seminar
- f. Development of “clustering” of Chapters to aid localized development and Chapter start-ups
- g. Liaison with Audit, Compliance and Standards when necessary

8. Professional Certifications and Qualifications

This portfolio reports to the Executive Board and includes but is not limited to the following:

- a. ISO certification scheme
- b. Represent itSMFI interests on the ITIL Qualification Board
- c. Development of opportunities with the ISM and ICSM and possible other similar organizations in future.
- d. Official Liaison with Institute of Service Management (ISM), Institute of Certified Service Managers (ICSM) the Dutch equivalent and other similar organizations and professional Registries
- e. Coordination of Foundation, Service Manager and other Registry information.