

itSMF Board Talk

February 2010



"I look forward to working closely with many of you during my term as Chair and I hope you will share your ideas with me"

Welcome to the first edition of Board Talk

As part of the International Executive Board's communication strategy, this communication will be coming to you each quarter.

As this is the first issue, we would welcome your feedback (as we will for any future editions). Tell us what you want to hear from the Board.

From the Chair

I have now had a couple of months of finding my way in this new role and coming to terms with the amount of work that comes along with the role.

As you may have read in my introductory blurb my goal is that this year everything we do on the IEB will have two criteria:

- Does it increase value to the National Chapters and their members? Members expect to be able to grow personally and professionally. They expect to benefit from sharing experience and knowledge. They want their organizations to benefit from what they learn from the itSMF
- Does it contribute to industry growth? The industry we work in is maturing, and we have a huge opportunity to influence that growth in a positive way. The relationships we forge, and the knowledge that we contribute at every level will have a lasting impact on the industry

We have to continue to build on the work done by the board under the excellent leadership of Sharon Taylor. Many great initiatives have been started and it is now our job to continue to move forward and build on these foundations.

Again, I would urge you to give me feedback on the wants and needs of your local chapters. While we will not be able to provide every item on your "wish lists" we will do our best to move on ideas that will bring increased value to the organization and its membership.

I look forward to working closely with many of you during my term as Chair, and I hope you will share your ideas with me and the rest of the International Board. We have a great team who are dedicated to providing chapters with the services they need and deserve.

I hope you enjoy the first of our quarterly communications.

David Cannon email david.cannon@itsmfi.org



"The itSMF brand and logo are quite possibly the most valuable assets that the movement possesses"

From the Vice Chair

At the IEB handover meeting in Winnersh (UK) in January, the "Vice Chair" position gained a proper portfolio, reflecting the actual workload for this role more accurately than previously. Apart from all the usual inherited tasks that a "vice" anything typically has, this portfolio is also responsible for Brand Management and Policing and for Organizational Development.

The itSMF brand and logo are quite possibly the most valuable assets that the movement possesses. In the Brand Management area, the first priority is therefore to ensure the proper use of, and exterminate the improper use of, our brand name and logo. I will work with the "Chapter Governance and Support" portfolio to ensure that the chapters are all aware of the agreed usage and to enable and help chapters to exploit them to their maximum potential, whilst ensuring that chapters do not compete unfairly with one another.

More importantly, there needs to be a mechanism to license and manage the use of the brand and logo by third parties. We need to be able to detect unlicensed use and to pursue the people doing it. It was decided that we will outsource these activities to a specialized firm. I am in the process of compiling a long list of such firms.

We intend to eventually put a RFP out to two or three parties. If you know of any firms that can deliver this service on a worldwide scale, please mail me at alexander.kist@itsmfi.org.

The area of Organizational Development has many facets. The first priority will be to evaluate the present Office Services agreement and propose improvements that better reflect the increased maturity of the organization and the desire for more independence from any individual chapter. In the coming months an informal CSS will be held among present and past IEB directors and a statement of requirements will be put together.

The services delivered will be assessed against what was agreed and against the statement of requirements. Based on the outcome of those assessments, a recommendation and proposal will be prepared for the IEB. This will, of course, be timed with the results of the work in STAG as the outcome of that may have an influence on the requirements.

Alex Kist email alexander.kist@itsmfi.org

Treasury, Audit, Standards and Compliance

Treasurer

The first quarter of 2010 is the last quarter of the itSMF International. Financial Year and we all hope that the challenges of 2009 are behind us. We have heard from several chapters that they have done well during 2009 while others have had to refocus on core member value to ensure that their membership is strong. I have heard from several chapters that their conferences, which are a major contributor to revenues, have been down in 2009 and we are seeing, in the industry, a significant trend towards virtual training. I encourage chapters to look into virtual meetings as a method of driving up attendances and adding value to those face to face gatherings.

Audit, Compliance and Finance

During 2010 we will be striving to put together some small groups to assist the itSMF movement with Audit and Compliance (and of course finances). These groups will be selected through a nomination process that will be available on the website later in the year with draft charters – look out for these near the middle of the year.

Standards

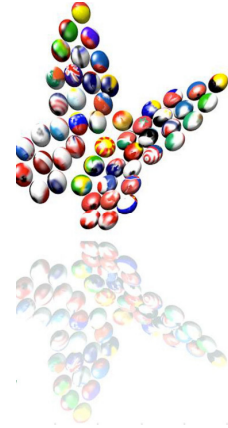
ItSMF International will be looking to step up its involvement in the development of several ISO standards this year. ISO/IEC 20000 part 3 was recently launched and there are 20K SIG's in many chapters. itSMF will be participating in the SC7 Plenary meeting in Niigata Japan in May with myself leading the delegation along with several other delegates. Following the meeting there will be an open webcast to chapters on the outcomes with a series of standards we are involved in, including:

- ISO/IEC 20000 – Service Management
- ISO/IEC 19770 – Software Asset Management
- WG1A – Governance of Cloud and outsourcing

ItSMF is also involved in the ongoing development of ISO/IEC 38500 ICT Governance and we will be involved in a meeting in Helsinki in May (busy month) to work on the first revision to the standard. A separate call will be scheduled in the June timeframe to brief itSMF members and chapters on this standards meeting – once again this will be announced on the website.

With all these standards, you can be involved especially through your local country bodies, and I would like to build a list of individuals who are involved locally and those who are interested in being directly informed and advised of updates. If you are involved in standards through your national chapter please [email me](mailto:Robert.stroud@itsmfi.org) (Robert.stroud@itsmfi.org) with your name, email address, country and the standard that you are involved in, and in the interim watch the itsmfi.org website for updates on standards.

Robert Stroud email Robert.stroud@itsmfi.org



"I have heard from several chapters that they have done well during 2009 while others have had to refocus on core member value to ensure that their membership is strong"



“The IEB acknowledges and appreciates the patience of these prospective chapters and recognizes that we need to move forward as soon as possible to ensure the continued and controlled growth of itSMF world-wide”

Chapter Governance and Support

Last year a moratorium was imposed on the establishment of new Chapters to enable the development of a standard process to ensure that the submission of applications meet certain requirements and provides sufficient information for the IEB to initially determine the viability and sustainability of new chapters.

I am very pleased to advise that, at our first Board Meeting in the UK in January, we decided to lift the moratorium on the establishment of new Chapters, although there is still more work to be done in this area.

Therefore, we will proceed with processing the 23 expressions of interest and/or applications that have been received to date.

The process will generally entail the completion of an “Application for Membership” of itSMF which will essentially require prospective Chapters to provide information that:

- Clearly demonstrates that there is the required level of interest/commitment, human and financial resources available to successfully form and sustain the operation of a chapter;
- Confirms/substantiates that it is possible to establish a legal entity as a not-for-profit and member-based organisation in that country.
- Defines the proposed management structure and the process for election of office bearers and board/committee members that comply with the legal and/or regulatory requirements in that country.
- Acknowledges that the Chapter will operate under licence to itSMF and is willing to execute the Chapter Licence Agreement (currently being developed) and thereby comply with the terms and conditions of this agreement.

The “Application for Membership” will be circulated to all existing Chapters for review and feedback. However, it will be simultaneously used to progress and, where appropriate, proceed with the establishment of these new Chapters.

It is not intended to unnecessarily have prospective Chapters resubmit or redo work that they have already done, if it essentially meets the requirements of the application.

Once the IEB has assessed the application and determined that it meets the key requirements for the establishment of a new Chapter, the next step would be to proceed with the signing and execution of the Chapter Licence Agreement which will set out the terms and conditions under which the new chapter agrees to operate, along with the obligations of the IEB to support the chapter.

I would also like to stress that it is early days and that the IEB still has a lot of work to do to implement this process and requirements.

However, the IEB also acknowledges and appreciates the patience of these prospective chapters and recognizes that we need to move forward as soon as possible to ensure the continued and controlled growth of itSMF world-wide.

Peter Cross – email peter.cross@itsmfi.org

Publications and Translations

The year ahead for publishing and translations promises to be an abundant one. Our Chief Editor - Kirstie has been working hard on contracts for 3 new publications and has an intense schedule planned to engage with chapters and members to commission new authors and collect ideas of suggested publications to add to our pipeline. Kirstie also continues to work through translation projects that are on the go and is liaising with parties to formulate plans for an International Magazine which will incorporate academic research.

The Editorial Advisory Board and IPESC Officer group have now been merged and rebranded to form a dynamic taskforce whose primary focus will be working with the Chief Editor and me in the development of a strategy on the delivery of Publications and Translation Services.

I would like to take this opportunity to thank Ivor MacFarlane, Ulf Myrberg and Robert Falkowitz, the three remaining IPESC officers, for their contribution and for their willingness to move into the Editorial Advisory Taskforce (*EAT- sounds delicious doesn't it.*) They all bring great knowledge and expertise to the group including previous experience in designing governing strategies to support QA of translations and endorsement to ensure quality publications.

The next steps in our plan is to get the EAT together for a planning session and workshop focused on setting out the year including defining our offerings and creating a Service Catalogue and publications pipeline.

We are also in planning stages for a full Chapter Publications Representative Physical Workshop with publications representatives from your chapters (*previously your IPESC reps*). Our intent is to deliver a workshop with a focus on delivering "train the trainer" sessions to enable your delegates to return to your chapters and mobilize your local teams to increase publication awareness, recruit authors and gather ideas for the pipeline, and to enable you all to add review, endorsement and translation services to your own chapter service offerings in Publications. Success in this will mean we will be able to increase the pool of authors, reviewers, endorsers and translators around the globe.

Our Chief Editor welcomes any book proposals from your chapter membership, you can send expressions of interest to her at kirstie.magowan@itsmfi.org. The EAT is meeting in April and will be considering current proposals at that time, so get yours on the table before then. There are good financial incentives for both the authors and their chapters when your members participate in our own publishing programme.

I am excited about what lies ahead of us and encourage you all to join this thrilling journey and start thinking about what you too can offer our community in the way of Publications and Translation Services.

Marianna Billington – email marianna.billington@itsmfi.org



"I am excited about what lies ahead of us and encourage you all to join this thrilling journey and start thinking about what you too can offer our community"

Marketing and Business Development



The aim is to have a clear picture of what the itSMF actually does, and is planning to do"

2010 promises to be an exciting and productive year with a number of initiatives bearing fruit from the work over the last two years. As usual, this portfolio is engaged in working closely with the other portfolios to ensure their success.

Work is currently underway in Publications to produce the first books of the new itSMF range. The jacket design is almost complete, with this new business direction taking a clear shape – the marketing of the publications is going to be an important factor in the success of this new endeavor, and the plans make it look promising. Expect more news in coming weeks.

Another new business area that is active just now, is the initial launch of PriSM in the US – the globalization of this exciting new development will take place over the next six months. You will have seen news, already, of the first stages. Once the US has assessed the results of the launch, the internationalization pilot will begin.

Work done over the past two CLC events on producing a portfolio of potential services, delivered by the itSMF is being consolidated. The aim is to have a clear picture of what the itSMF actually does, and is planning to do. There is a prototype of the services in the drop box, and these will be developed, in the manner prescribed by ITIL, so that it will become clear which services will become 'chartered' in this year, who will be responsible for delivering them, and what exactly they deliver. Naturally, most of the delivery will be by the Chapters around the world, and the Service Catalogue will provide a central communication point to ensure that we reduce the duplication of effort that has taken place in the past, and enable more innovative services to be delivered in the future.

Within this Service Portfolio, are a number of new business initiatives. The next few months will involve a categorization and prioritization of these initiatives, so that we can be clear which are going to be deployed in 2010, and how they will be funded and developed. Examples that are likely to be important include the global membership scheme, the global survey, the development of the 'marketing in a box' idea, and the strategy for web services, particularly for local chapters. Please have a look at the proposed services, as they stand now, and let us know if you have particular suggestions – if any chapters are in a position to assist in the development of any particular service, or services, or already have some work in progress, please get in touch, so that we can make this visible and help broker the involvement of other chapters, where possible.

This bulletin, with brief outlines of intentions and work-in-progress from each portfolio, is the first of a series that will be produced each quarter, ensuring that the big picture of what the ItSMF's executive board is working on is kept visible. You can, of course, expect more specific communications during the year, on particular initiatives, but we hope that this will answer some questions, and raise others. Please get in touch if you'd like to know more about anything discussed in this one – or if you'd like the format or content to be different in future.

Peter Brooks – email Peter.brooks@itsmfi.org

Certification and Qualifications

Since my first IEB meeting, I have been pondering how to create more value in this Portfolio. My predecessors have built a strong foundation that we can build on. During my term, I will focus on action plans and getting the PDCA cycle running. My catch-phrase is "Year of Favor".

We need to find favor from all the chapter leaders, and meet stakeholders' favored expectations, at the same time moving ahead, hopefully in "favorable conditions ". Making that happen will require some amount of sacrifice and hard-work.

As you now have an Asian person on IEB! - I will be peppering in some applicable wisdom. "It doesn't matter whether the cat is black or white, so long as it catches the mouse, it's a good cat"-Deng Xiao Peng.

Therefore, for PC&Q – we look forward to welcoming any member who will participate all-out to make our projects successful – whatever Chapter they are from, whoever it is. Recruitment has begun, and I hope that you will volunteer to join us, and once in, do your best to work with me as a team. Rest assured, I give my commitment that we will have KPI's. The results need to be seen when they are expected, my responsibility is to you, as our customers.

Four months have passed since our meeting in Barcelona. For PC&Q, we have many areas to work and build on. A new project deliverable, the prISM scheme, was rolled out on February 9th. We will be revamping and refurbishing the structure of our team(s), and by the next AGM we will be able to deliver tangible results.

Looking to the future, there will be elements of CSI that demand your attention. If we do not do this, then we are not doing our job. In this respect, I totally appreciate more mature chapters, such as the UK and USA, for the extensive support and attention they give us.

The areas covered in this portfolio are extensive:

- Ongoing management of the International prISM scheme
- implementation and value-add positioning for our global influence
- ISO 20k related certification scheme – new projects, SIP
- managing on-going stakeholders, sponsor relationships, expectation management, CRM, new areas of business development
- liaison with SAM, ISM, and other international equivalents, professional Registries
- continuous management of business relationships
- cross-functional CSI with internal portfolios

There are many opportunities for us to work with likeminded organizations in the spirit of improving our movement and enhancing ITSM as a global business.

I will be introducing bi-monthly communications from IQC, various action plans; some cross-relations with other bodies will be introduced. Results will be asked for and expected. There will be plenty of work, but currently we have few workers who are willing or able to put the effort in – hence I request that you join me pro-actively to make our vision and mission a tangible one by the next AGM in Oct 2010.

Michael KJ Kum – email michael.kum@itsmfi.org



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