



Service Management

101: One-on-One
Outside-In Thinking for Service Provider Organizations

Twenty Five Things You Will Learn on a Service Management Master™ Class

The Service Management Master™ Class provides the most comprehensive education of the elements of a service management system and supporting service provider organization when compared with more traditional programs. All the concepts and methods covered are universally applicable across any service industry, and information technology. The following table is representative of the top 25 items anyone attending the class should learn.

What you will learn...	Required ?
1. How to explain what 'service management' is to various communities and stakeholders within an organization, why it makes sense, how it will affect them, and how they can get involved and contribute	
2. How to explain the differences between various transformation methods, such as continuous improvement, process improvement, capability maturity level progression, and why the approach chosen for transformation is preferred	
3. How to explain the differences between outside-in customer centric thinking, and inside-out process, best practice, service and maturity level thinking	
4. The elements of a service management system in the truest sense of the term system, and not just limited to technology or system applications, how they fit together, and their relative importance	
5. The concept of a service provider organization, the key roles within that organization, and how all of this fits into the design and operation of a governance framework and overall system solution	
6. How to assess a service provision capability, so I can identify shortcoming and develop a remedial plan of action that is pragmatic, affordable and timely in its delivery of beneficial results	
7. How to define a problem in terms neutral to interested parties, its impact upon various stakeholder communities, and how to translate it into an opportunity for improvement by clearly stating the benefit of remedial action	
8. How to define the quality and cost of a service in customer and provider terms	
9. How to measure the quality of service and customer satisfaction levels	
10. How to establish a continuous improvement program, designed to find and eliminate wasteful and inefficient practices, and to improve the quality of service by defining problems and translating these into opportunities for improvement	
11. The common sources of relevant knowledge, and how to leverage what exists to maintain a universally applicable approach to service management	
12. How to interrogate a body of knowledge for valuable concepts, methods and best practices, how to integrate them into a service management system, and the operation of that system within a service provider organization,	
13. What a <i>best practice</i> is, as well as a worst practice, and how to adapt and apply the better practice to a service management system, or service provider organization to mitigate or eliminate an identified problem and its impact	
14. How to leverage related areas of expertise, such as international and national standard specifications and regulatory compliance, as well as related bodies of knowledge	



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What you will learn...	Required ?
15. How to develop each of the key artifacts and 'processes' required by the service management system	
16. How to specify the key concepts, artifacts and methods for any practice area, such as service incident management	
17. How to define the relationship with each customer community based upon customer outcomes, customer interaction and touchpoints, and the overall customer experience	
18. How to discover and document the customer activities and processes vital to their mission, capture the 'voice of the customer', translate those needs and wants into service requirements and agreements containing service level guarantees	
19. How to develop and maintain a 'product plan' for a service and service portfolio and the key principles behind marketing services to a customer community	
20. How to identify points where service encounters occur, and design suitable capabilities into service fulfillment and service support protocols	
21. How to define and manage the path of service requests through the system	
22. How to design a priority schema to sequence the work performed by the service provider organization in line with the commitments made within service contracts	
23. How to measure and performance manage the service provision capability	
24. How to associate the service infrastructure with vital customer activities	
25. How to transform an organization focused on managing infrastructure, to one that includes managing customer satisfaction, and the achievement of results through the provision of services	

In addition to these standard items, the class facilitator is able to incorporate up to three additional items for each candidate if suitable prior notice is provided.

What you WANT to learn...	Why?
1.	
2.	
3.	