



Service Management 101: Simulations

Experience failure and success in designing a service management system, a service provider organization, and assessing and developing realistic, good practices.

The Value of Simulations

Simulation based education is an accepted and successful training method whereby participants can gain 'hands-on' experience of how to recognize and address complex issues.

Simulations can help staff become familiar with new situations and procedures. Practice and improve the use of existing procedures. Identify process deficiencies and their impact upon key stakeholders, and reduce the risk of significant disruption to existing practices through testing planned improvements.

Simulations can also be used to help develop new strategies and tactics for specific scenarios, build teams, and enhance organizational performance. In every case the participant has the comfort of knowing that the lessons learned will leave the room with them, and their mistakes will not.

Simulations save time and money through accelerating the development and application of good practices, reducing the risk of failure as well as the costs associated with imperfect solutions and strategies. To summarize:

- ☼ Simulations provide a safe, hands-on experience
- ☼ Simulations add focus, reduce risk of failure
- ☼ Simulations save time, money and accelerate the development of good and better practices

Industry Specificity Increases Value

Although simulations can be used as team and morale building exercises, their true benefit is intrinsically linked to their degree of realism, and relevance to the work related scenarios participants wish to experience.

Does it make sense for a surgeon to be trained in a flight simulator, or for an airline pilot, a train simulator? No, participants should be able to practice, learn, and enhance their skills they currently use, or intend to use.

Simulations should be industry specific, repeatable, configurable, adapt to new requirements and emerging trends, and provide a continual and ever challenging and career enhancing for the participants. For a service management professional, and especially a practitioner, that means a simulations should include:

- ☼ A realistic case study, roles, even personalities
- ☼ Language and concepts consistent with what is commonly used by the industry
- ☼ Specification and use of key artifacts, concepts and methods found within a service management system and supporting service organization
- ☼ Methods to introduce concepts, identify and state problems, and recommend best practice based remedies.

The simulation scenarios should mimic those participants may experience in their working environment to ensure relevance and maximum value from the experience.

Simulation Architecture

All of our simulations use a common fictitious case study organization and allow for customization to suite local situations and needs. The simulations are modular, allowing an event to focus on one or more USMBOK related knowledge areas, up to and including the operation of the entire service management system.

All simulations immerse the participant in real-world scenarios and support three levels of instruction and experiential learning, including:

- ☼ 101: Introduction to key principles and concepts
- ☼ 102: How to design, develop practices and artifacts
- ☼ 103: How to assess a service provision capability

The simulations are also designed to allow the incorporation of third-party frameworks and concepts, and can be used repeatedly, with a different set of circumstances and challenges occurring during each subsequent use.

Relevant simulations to ready service management professionals for real challenges.