

GUERRILLA SERVICE MANAGEMENT™

PRAGMATIC METHODS FOR SERVICE MANAGEMENT SUCCESS

Accelerate the Benefit of Service Management Initiatives

SIMPLY PUT...

WHO SHOULD ATTEND?

Anyone working in a service organization requiring more information on how to build some of the key service management artifacts.

WHY SHOULD I ATTEND?

The cost of the class is outweighed by the tangible benefits received in time saved, errors avoided, reduced need for framework based training, third-party consulting resources, and access to proven templates.

ARE THERE ANY PREREQUISITES?

A willingness to participate as part of a group, general awareness and familiarity with the objectives of a service organization.

WHO IS MY FACILITATOR?



Ian M. Clayton, 34 years experience, ITSMF USA Lifetime Achievement Award Recipient, Certified Service Management professional, ITIL V3 Expert, Service

Management Master, ITIL instructor since 1997, author.

WHAT WILL IT COST?

Individual class seat: \$ 895 USD
Onsite class delivery: Call
Call for help with cost justification.

HOW DO I REGISTER?

Call, email us at info@servicemanagement101.com, or visit the website at: <https://www.servicemanagement101.net/pages/gsm-home>

Service management is a must-do initiative for all service organizations **Need to Deliver as Promised**

Service management initiatives are promoted to stakeholders on their promise of delivering improved quality of service and greater cost efficiencies in the day to day activities of a service organization.

One of the daunting aspects and obstacle to the realization of the potential benefits, is the upfront investment of resources, and the number of pre-requisite artifacts.

Today's economic climate is acting as an accelerant for management expectations. Initiatives that fail to make an immediate and sustained difference risk being shelved or replaced.

Problem with traditional approaches **8 out of 10 process improvement and maturity levels initiatives fail**

There are two traditional approaches used to progress a service management initiative: process, and maturity level improvement. Typically, both involve a significant commitment across the organization and require a sustained upfront effort.



These traditional approaches to service management are based largely on a "leap of faith" that benefit will eventually follow, while

introducing the risk of significant disruption to existing practices.

They require specialized resources, the invention of new artifacts, and a sustained investment. Some reports place the average cost of a project in year one at \$10,000 for every person in the service organization. Too often they fail to capture and retain senior management backing, and are perceived as having failed to *'deliver as promised'*.

Time for Guerrilla - "little war" tactics **Guerrilla Service Managers Know the 'Must-do', the 'How-to' and the 'When To'**

The term "Guerrilla" has prefixed many very successful management methods and concepts in recent years, from sales to marketing, landscaping and even gardening.

The Guerrilla Service Management program creates Guerrilla Service Managers, and teaches them the much needed techniques and tactics for survival, and repeatable success at starting and managing service management initiatives.

At the core of the program is the belief that Guerrilla Service Management initiatives are self-funding, with every action based upon a well defined statement of the opportunity or problem, the impact, and the benefit targeted.

Guerrilla Service Managers achieve results faster, using less resources, with less risk, through the tactical application of proven methods and know-how.

A good Guerrilla Service Manager learns how to recognize a situation, use a variety of tools to organize, target, and deliver real results through a series of tangible and quick wins.

Guerrilla Service Managers ensure maximum effect, making the most of available time and skills. They generate high impact strategies that transform theory into results, and casual observers into committed supporters and stakeholders.

Practitioner-led Experiential Workshops Program Format

The program consists of a series of configurable workshops. Each workshop is designed to show how to develop a specific artifact, or apply a particular method and grouped within a two day classroom event, led by a facilitator with more than 15 years practical experience.

COURSE OUTLINE

GUERRILLA SERVICE MANAGEMENT

Proven methods to accelerate the benefit of service management

Guerrilla Service Management Tactics Volume 1.

The Guerrilla Service Management (GSM) program is comprised of multiple classes. A class consists of up to ten workshops, delivered over two days. Each workshop is designed to demonstrate how to develop a specific artifact, or use a particular method, relevant to a service management initiative and includes proven templates.

The following represents the workshops that form the 'Volume 1' class:

- ☀ Introduction to the Guerrilla Service Management program;
 - ▶ Why do we need guerrilla tactics and what are they?;
 - ▶ Top ten things you MUST DO to succeed at service management - the 'golden rules'
 - ▶ Concept of service, service management, functions, roles and process;
- ☀ **Reconnaissance:** The elements of a Service Management System;
 - ▶ The best practice lifecycle;
 - ▶ Key concepts, including: service, service management, service lifecycle
 - ▶ Vital Service Equations, service transaction engine
- ☀ **Reconnaissance:** The Service Organization;
 - ▶ The mandatory knowledge domains (key roles) spanning the customer, service lifecycle and infrastructure management responsibilities;
 - ▶ The minimum knowledge areas (skills, knowledge and abilities), competencies required by each knowledge domain;
- ☀ **Insurgency and Counterinsurgency:** Understanding the ground conditions, and how to develop a business case for a self-funding, guerrilla styled Service Management initiative;
- ☀ **Surveillance & Unity of Effort:** How to define a problem, discover evidence, state its impact, the target benefit, and translating that into an opportunity for improvement;
- ☀ **Campaign Design:** Introduction to the advantages of Lean Thinking and how to integrate the method into a service management team;
 - ▶ Lean Fundamentals - types of waste

- ▶ Value-Stream Analysis, Lean Consumption and Provision perspectives
- ▶ Lean Service Management 10-Step Cycle
- ▶ Establishing the Lean Service Office

- ☀ **Campaign Design:** How to capture and define customer needs and translate them into initial service requirements - the 'voice of the customer';
 - ▶ Customer interview process
- ☀ **Host-Nation Integration:** How to define an 'actionable' service catalog and manage the 'service encounter';
 - ▶ Integrating the service portal, catalog, request procedure, fulfillment process, cart, and workflow elements;
- ☀ **Intelligence Operations:** How to conduct a business impact analysis (BIA);
 - ▶ Vital role of a BIA, method, scoping, geographic versus line of business or community led approach;
- ☀ **Targeting:** How to define a service contract (service level agreement - SLA);
 - ▶ Contract models, masters and statements of work, common terms, types of service guarantees, linkages to service catalog and other internal and external agreements;
- ☀ **Logistical Support:** How to define the fundamentals of a service support system;
 - ▶ Elements of a support system, types of service request (including incident), major activities, classification points, service priority scheme and links to service guarantees;
- ☀ **Sustainment:** How to define a service revision system;
 - ▶ The four types of maintenance (change), elements of a change management system, major activities, key best practices;
- ☀ **A Guide for Action:** How to define a configuration management data base (CMDB);
 - ▶ The need for a service focus, major activities, relationship fundamentals, federated strategy.

Additional class 'volumes' are listed at the Service Management 101 website as part of the general program information.

The Guerrilla Service Manager Support Service™

Specialized Service Desk Support Plans

This program offers optional support plans for Guerrilla Service Managers that include a dedicated service desk, one-on-one mentoring, and situation and scenario specific support related to the use of the methods demonstrated during classes.