

7 HABITS FOR HIGHLY EFFECTIVE SERVICE MANAGEMENT

**Powerful Lessons in
Organisational Change**

Craig Barbakow

*IBM Integrated Service Management
Principal for Australia & NZ*

Certified ITIL v3 Expert & v2 Service Manager
MBA, MS, BA

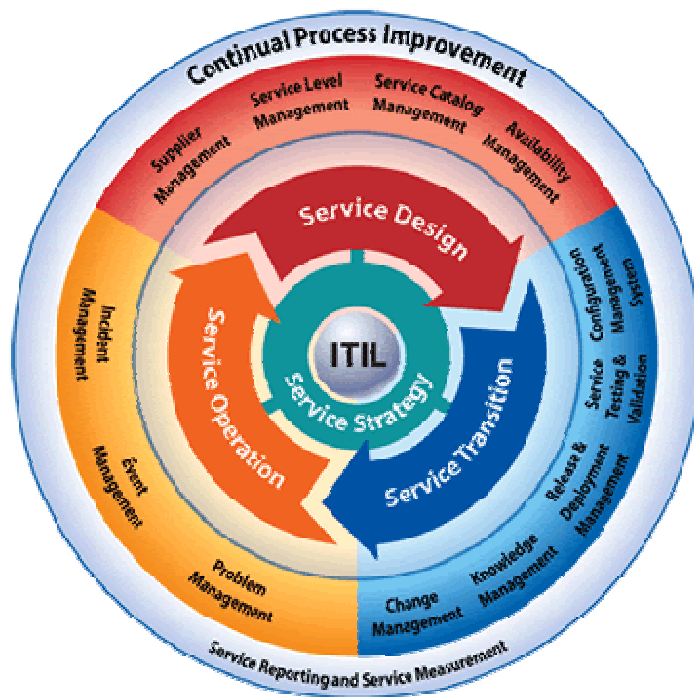
Presentation Contents

- **Brief on Stephen Covey's The 7 Habits of Highly Effective People**
- **Applying the 7 Habits to your personal life**
- **Applying the 7 Habits to Service Management**
- **Practical guidance and real life examples**
- **Bringing it all together**

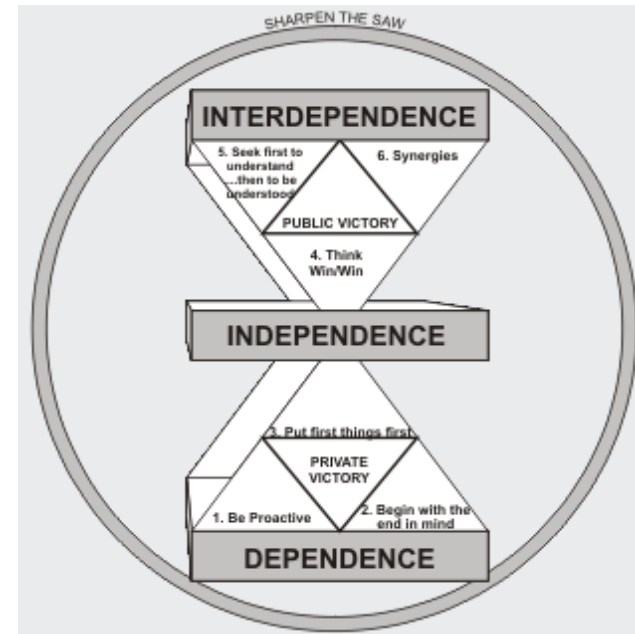


Best Practices and proven frameworks for Highly Effective People and Service Management...

ITIL v3

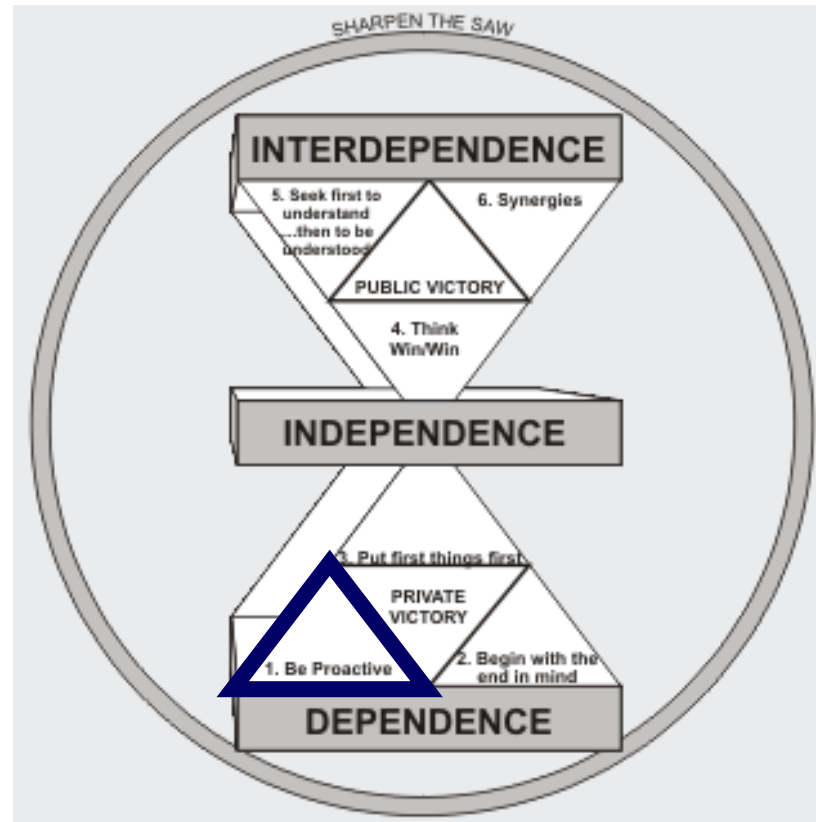


The 7 Habits of Highly Effective People



The 7 Habits of Highly Effective People & Service Management Organisations

1. **Be Proactive**
2. Begin With The End In Mind
3. Put First things First
4. Think Win Win
5. Seek First To Understand, Then To Be Understood
6. Synergize
7. Sharpen The Saw



Habit #1: Be Proactive

- **Proactive vs. reactive**
- **You are in charge of your own life**
- **Responsibility vs. blame**
- **You **choose** your response**
- **You can't always control outcomes but you can control (or **govern**) your response**
- **“If it's to be it's up to me!”**

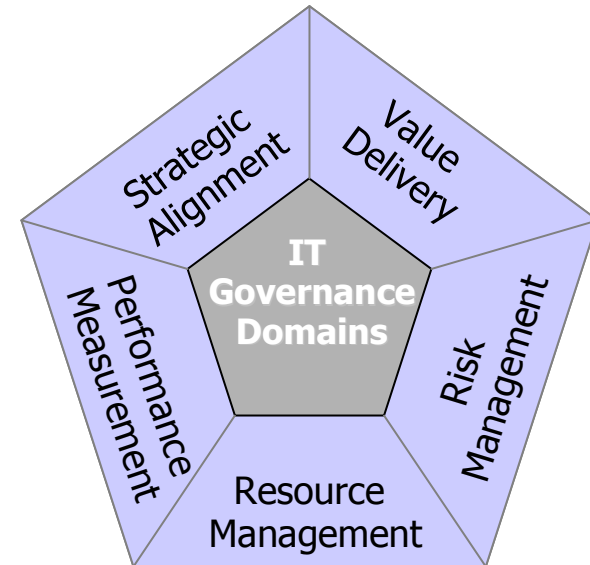


What is IT Governance?

Habit #1: Be Proactive

- A system to ensure IT enables and supports the enterprise's strategies and objectives by defining:
 - **Who** is responsible for making them? Who is accountable?
 - **What** key decisions need to be made? What should be measured?
 - **How** are key decisions made?

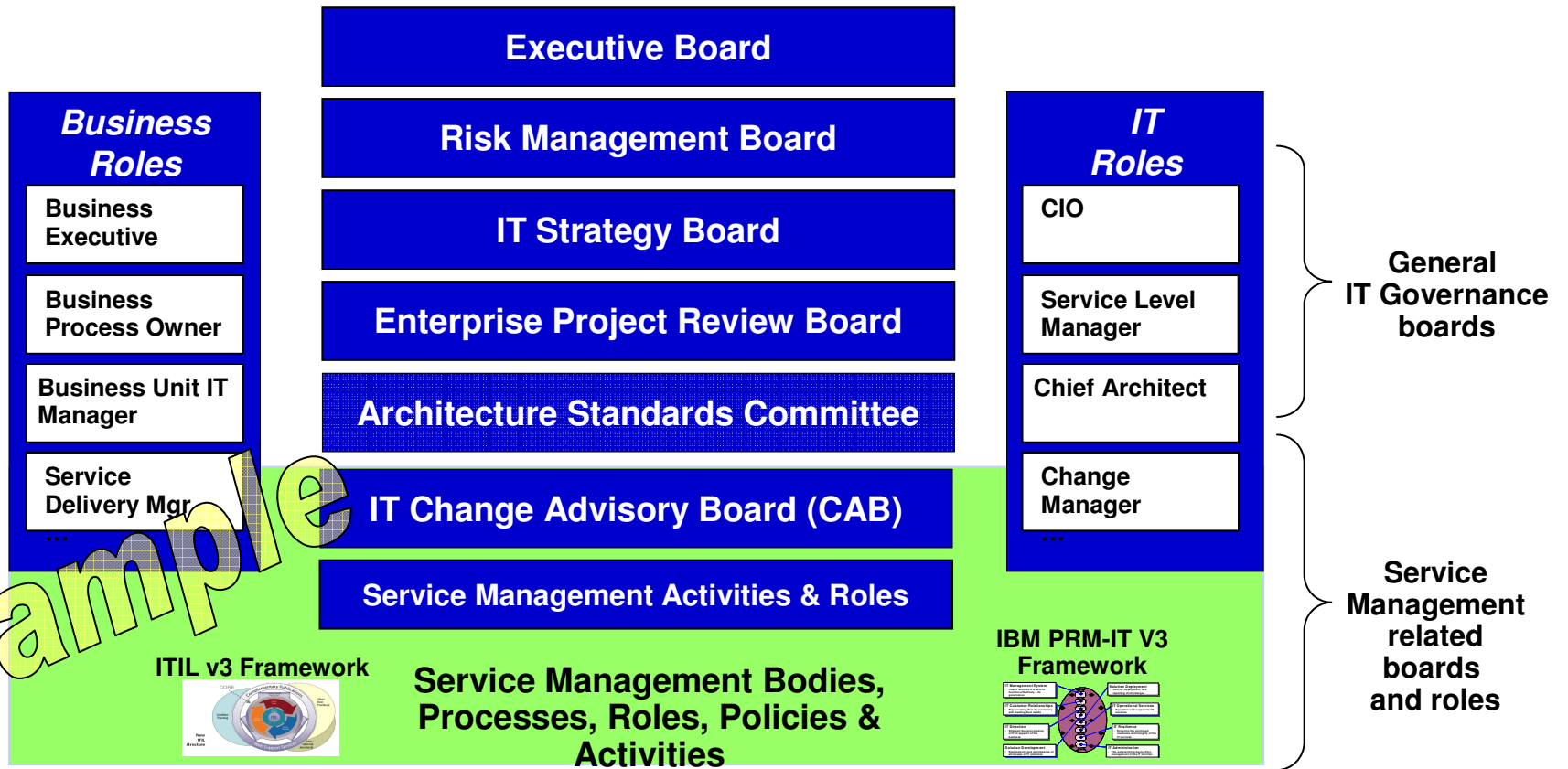
5 Focus Areas



From COBIT

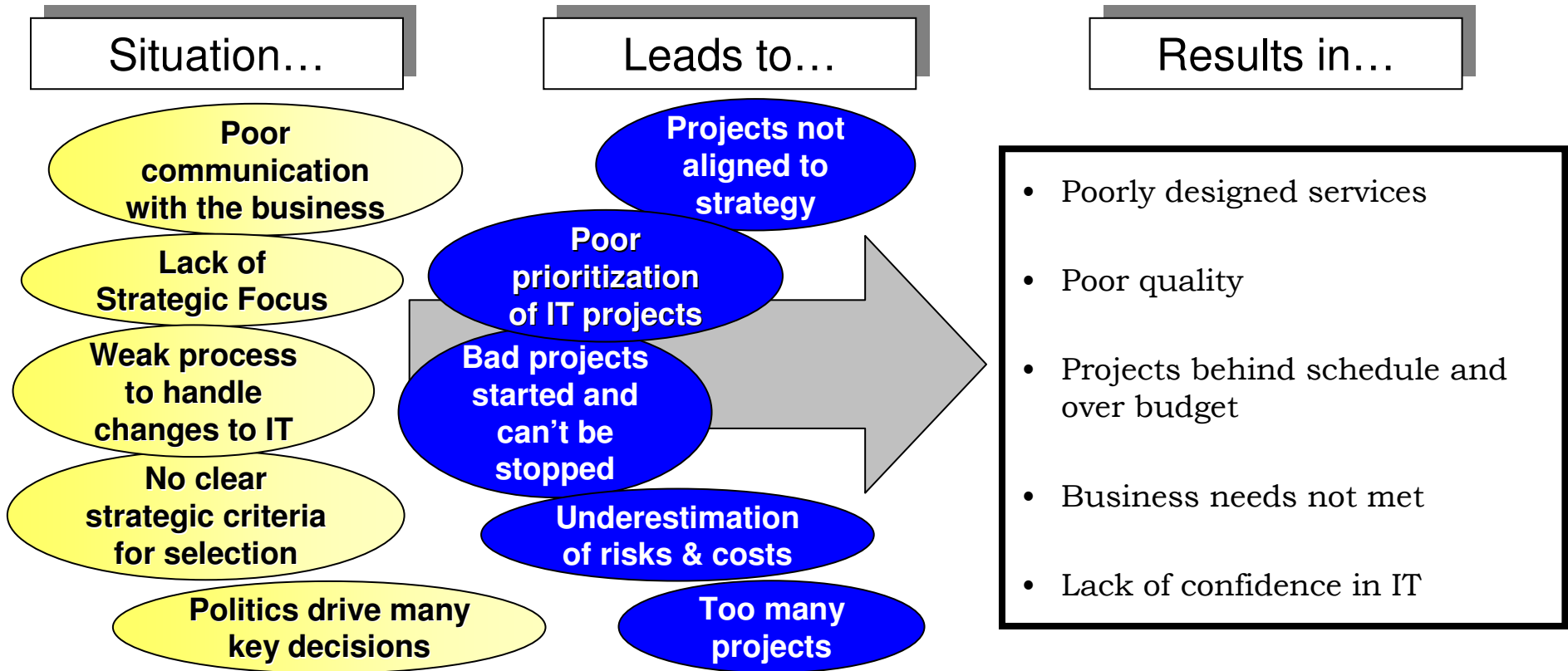
Sample IT Governance Structure...

Habit #1: Be Proactive



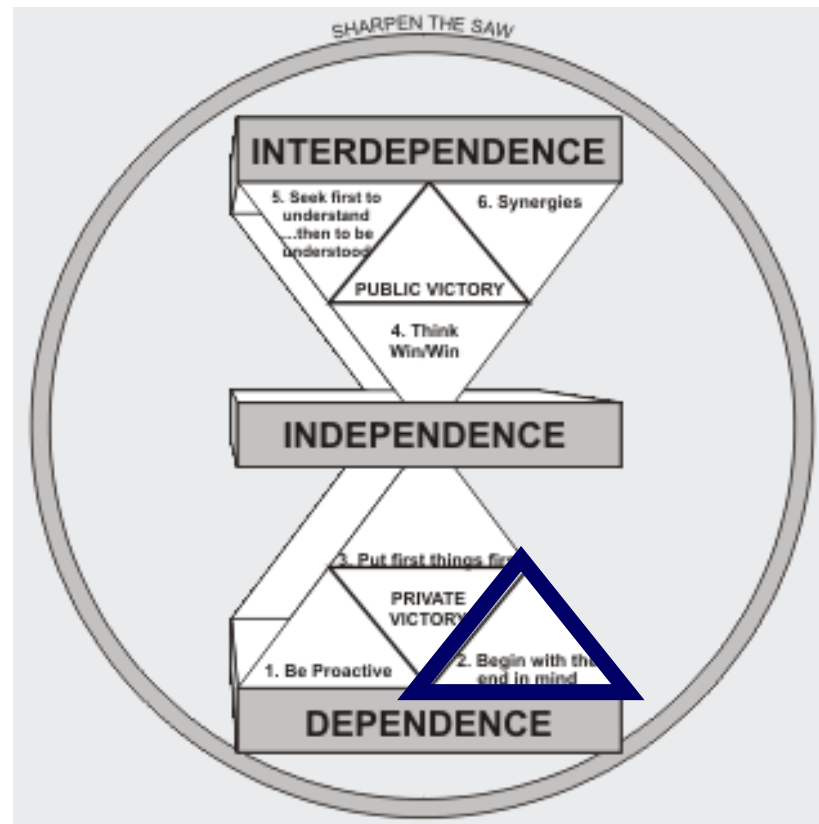
Without effective and proactive Governance...

Habit #1: Be Proactive



The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
- 2. Begin With The End In Mind**
3. Put First things First
4. Think Win Win
5. Seek First To Understand, Then To Be Understood
6. Synergize
7. Sharpen The Saw



Habit #2: Begin With The End In Mind

- **Vision**
- **Mission**
- **Big Picture**
- **End Game**
- **Future Destination**
- **Goal orientation**
- **Mental creation before actual creation**
 - **Imagination**
 - **Visualisation**
- **Strategy to achieve objectives**

***“If You Don't Know
Where You're Going,
Any Road Will Get You
There.”***

**-The Cheshire Cat
Alice In Wonderland**

Start with a good strategy.

**Habit #2: Begin with
the End in Mind**

***“Strategy without tactics is
the slowest route to victory.
Tactics without strategy is
the noise before defeat.”***

– Sun Tzu

Strategy is about making tough choices.

Habit #2: Begin with
the End in Mind

Strategy is the formulation and execution of an integrated set of choices, based on customer needs, which helps to identify the capabilities required to achieve measurable business value.

- Who are you? What is your role?
- Who is your customer and what do they *really* want?
- How much of what they really want do you provide?
- How well do you manage those services?
- How well would your customer say you are managing those services?
- What are the Service Management system requirements?



“The essence of strategy is choosing what not to do.” - Michael E. Porter

It helps to have a target. You need to know what success looks like.

Habit #2: Begin with the End in Mind

“People who aim at nothing usually manage to hit it.”

**– Dave Wheeldon
ITIL Author**

**It's often best to take a Top Down
Business Approach...**

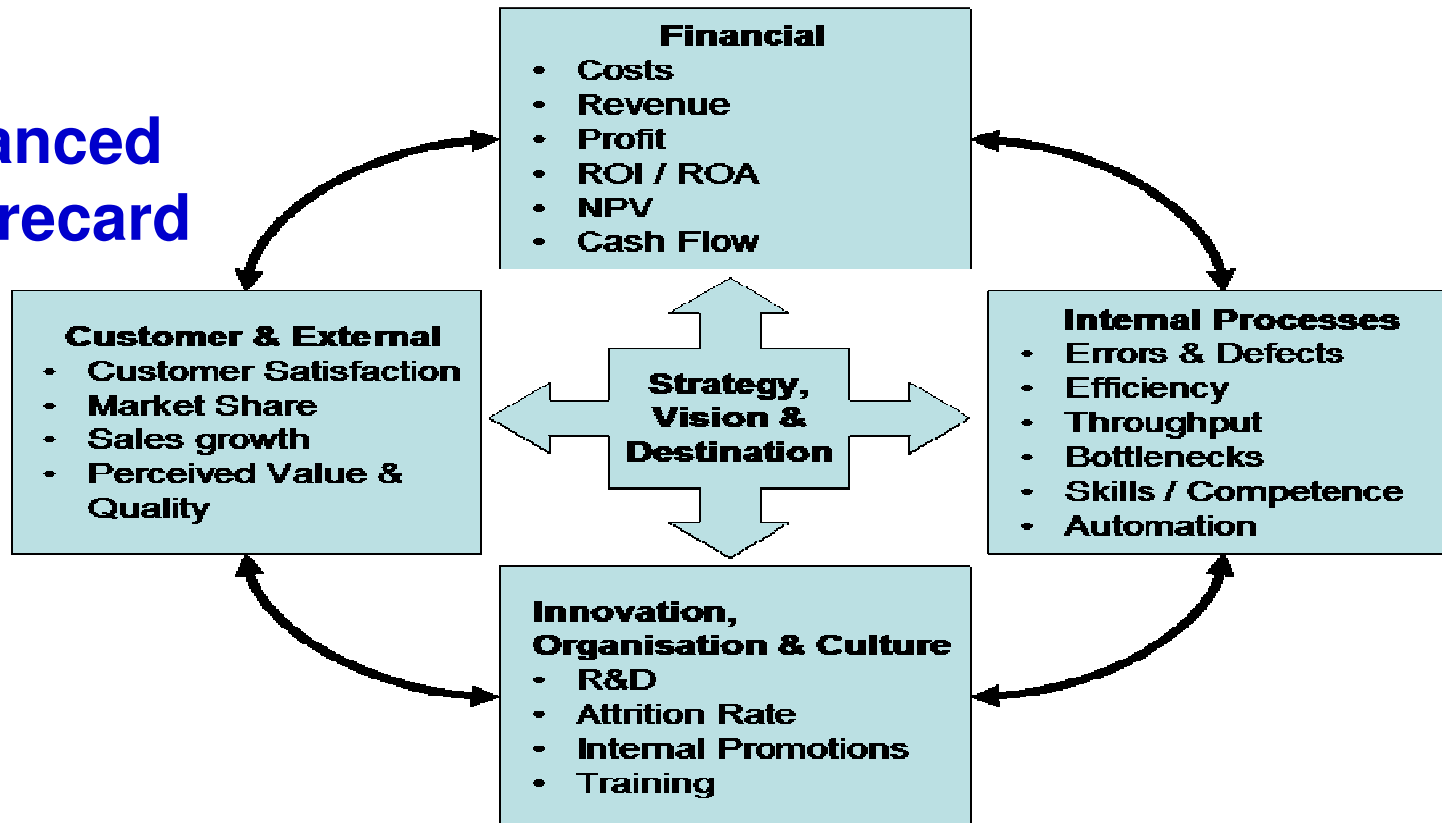
**Habit #2: Begin with
the End in Mind**



Can you define the success criteria for your end state (strategy)?

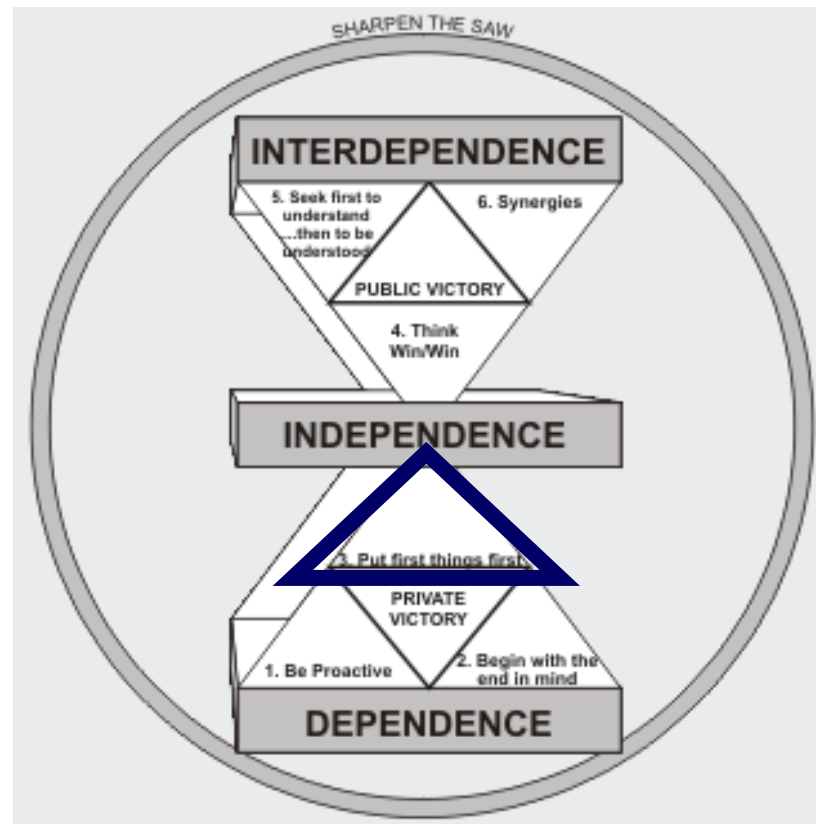
Habit #2: Begin with the End in Mind

The Balanced Scorecard



The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
2. Begin With The End In Mind
- 3. Put First things First**
4. Think Win Win
5. Seek First To Understand, Then To Be Understood
6. Synergize
7. Sharpen The Saw



Habit #3: Put First Things First

- The 7 Habits emphasise balance and the distinction between **Urgency** and **Importance**
- Similarly ITIL recommends prioritising based on **Urgency** and **Impact** (as well as risk and other key factors)

Importance	High	Q1 Urgent & Important	Q2 Important but not Urgent
	Low	Urgent but not Important Q3	Not Urgent and Not Important Q4
		High	Low

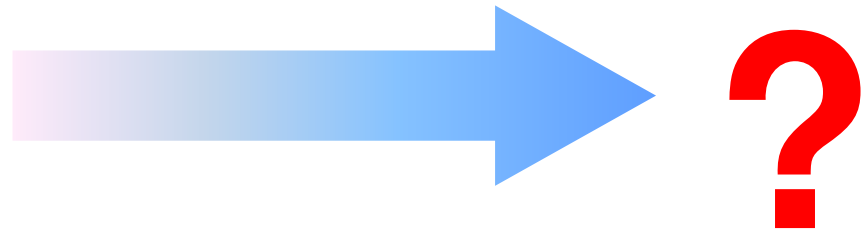
Urgency

The “crux” of IT Service Management is how do you get from “knowing” best practices to “doing” them.

Habit #3: Put 1st Things 1st

“Theory is nice and we know this already...”

“...But what do we do specifically?”
“Where do we start?”



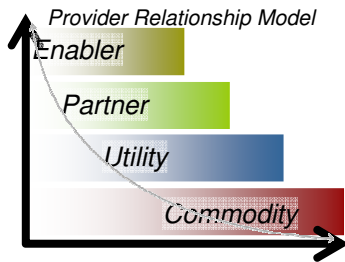
Implementation

CRUX

Here's a good way to determine your priorities...

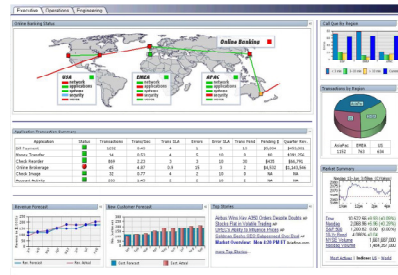
Habit #3: Put 1st Things 1st

1. Understand Strategy and Plans



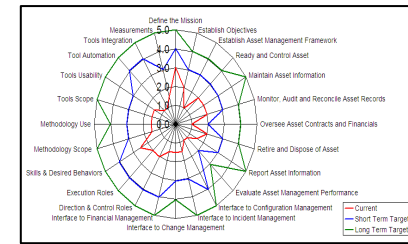
Understand business & IT objectives

2. Develop Service Management Vision



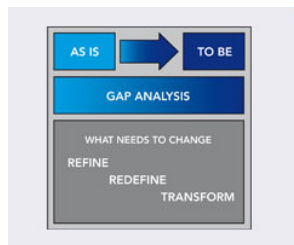
Determine weaknesses, pain points, problems, issues, vulnerabilities & inhibitors

3. Determine Current State & Perform Diagnostics



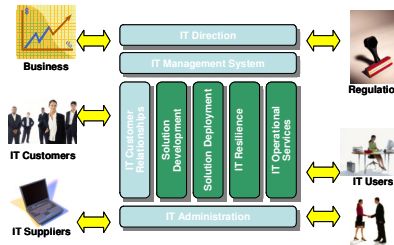
Define Service Management capabilities required to achieve business & IT objectives

4. Perform GAP Analysis



Determine gaps between current and desired future state

5. Develop Comprehensive Solution



Establish the organisation, governance, process and architectural framework

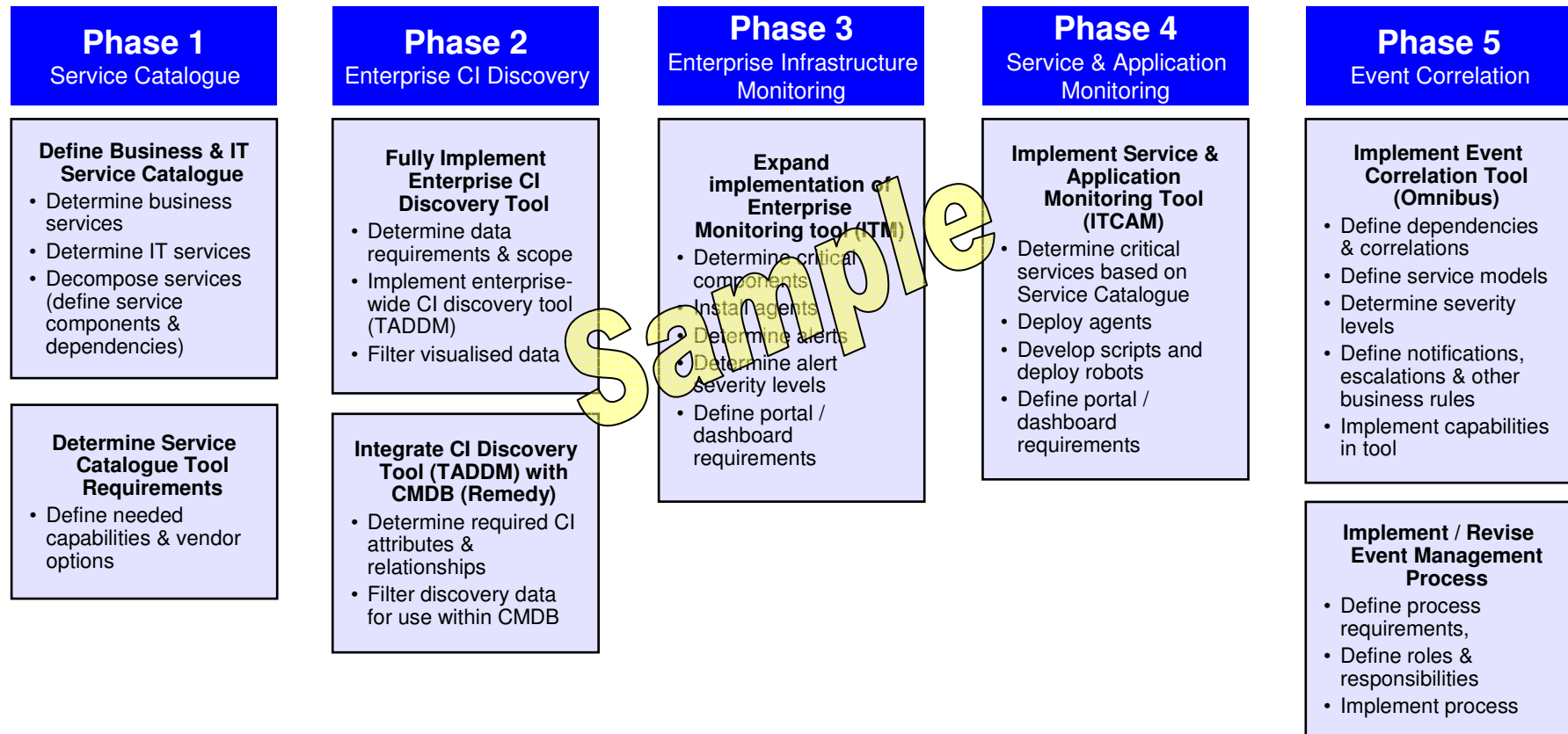
6. Define Transition Plan & Business Case

	Quick Wins	Strategic	Strategic
Phase 1	Quick Wins		
Phase 2	Strategic Review	Strategic Review	
Phase 3	Strategic Review	Strategic Review	
Phase 4	Strategic Review	Strategic Review	
Phase 5	Strategic Review	Strategic Review	
Phase 6	Strategic Review	Strategic Review	Strategic Review

Prioritize and Sequence Design and Implementation Initiatives

Break your Service Management Programme into phases.

**Habit #3: Put
1st Things 1st**



**Ideally each Phase will show progress
in 3 – 6 months.**

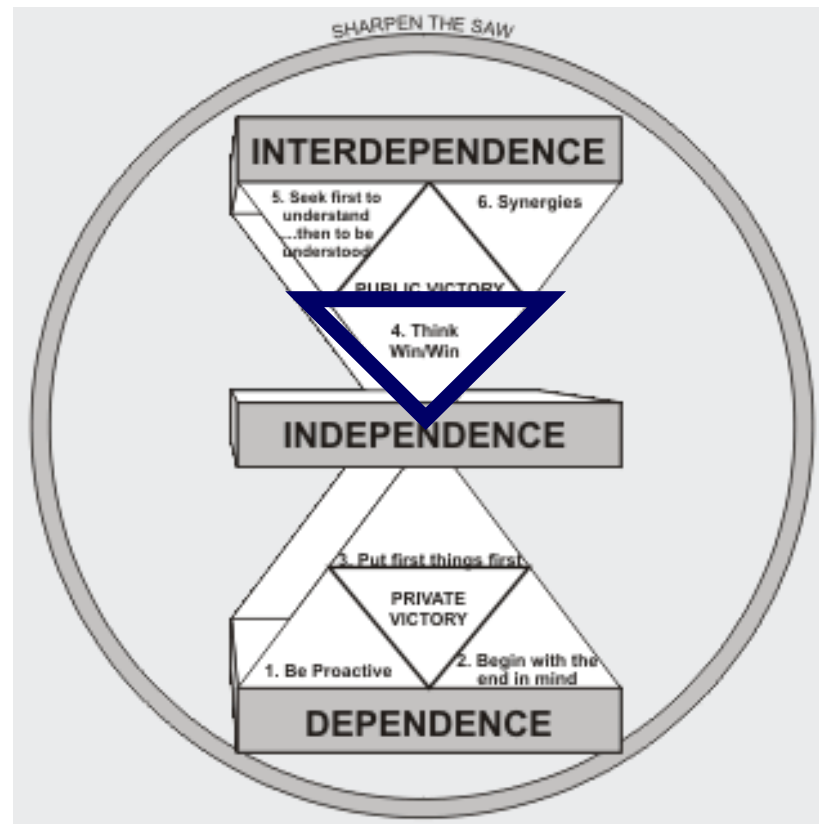
**Habit #3: Put
1st Things 1st**

	2009	2010	2011
Phase 1	Service Catalogue	Checkpoint	
Phase 2		Enterprise CI Discovery Checkpoint	
Phase 3		Enterprise Infrastructure Monitoring	Checkpoint
Phase 4			Service & App Monitoring Checkpoint
Phase 5		Event Correlation	
			Strategic Review

Sample

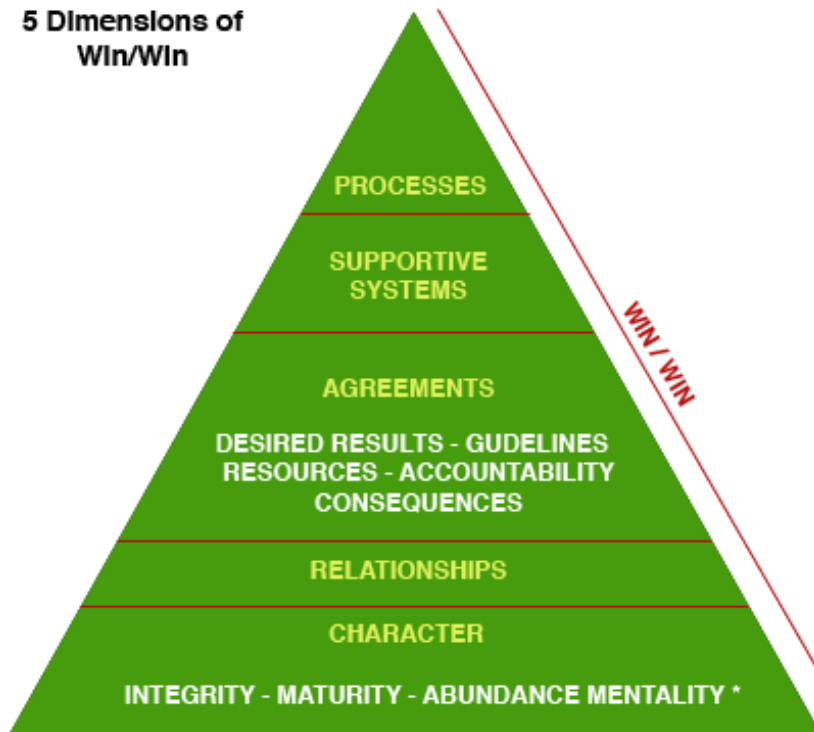
The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
2. Begin With The End In Mind
3. Put First things First
- 4. Think Win Win**
5. Seek First To Understand, Then To Be Understood
6. Synergize
7. Sharpen The Saw



Habit #4: Think Win Win

- Concept of **mutual benefit**
- **Win Win vs. Win Lose**
- **Cooperation not compromise** (nor settling)
- **Abundance Mentality vs. Scarcity Mentality**
- **There's enough for everybody**
- **Life and business is not a zero sum game**
- **Maturity & Integrity: expressing your ideas and feelings with courage and consideration for the ideas and feelings of others**
- **Earned Trust**



* There's plenty around for everyone

Service Management works best when all stakeholders think Win Win

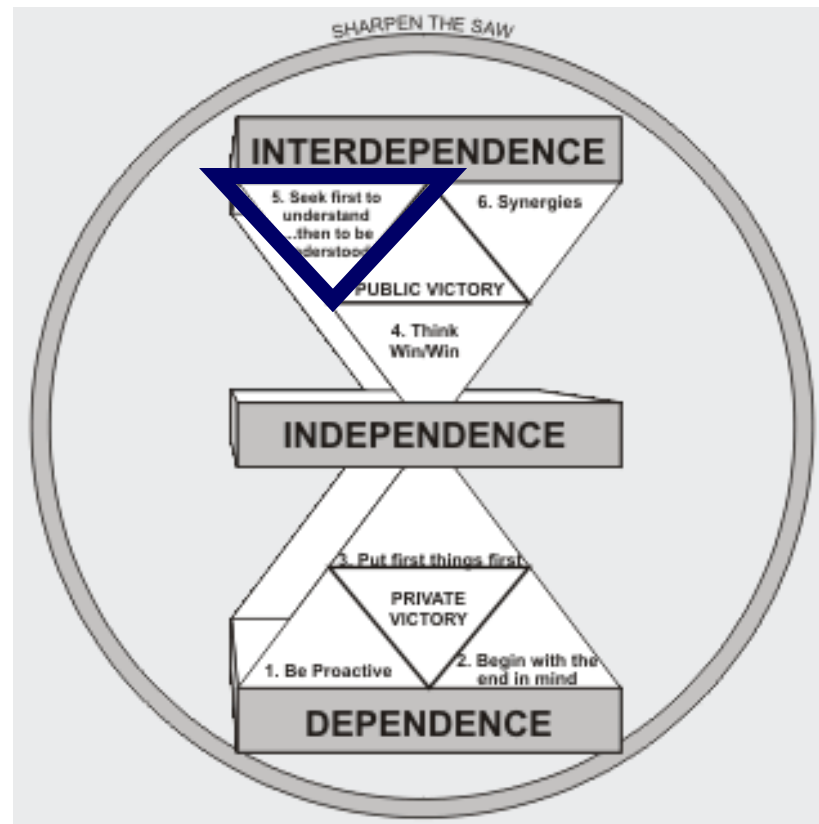
Habit #4:
Think Win Win

“Service Level Management can be described in two words: **building relationships**. That is building relations with IT customers, building relationships between functional groups within IT, and building relationships with the vendor community who provide services to IT. Service Level Management is so much more than simply a SLA.”

– From ITIL v3 Continuous Service Improvement Book

The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
2. Begin With The End In Mind
3. Put First things First
4. Think Win Win
- 5. Seek First To Understand, Then To Be Understood**
6. Synergize
7. Sharpen The Saw



Habit #5: Seek first to Understand, Then To Be Understood

- **Effective communication**
- **Listening**
- **Genuinely** caring about other's points of view
- **Understanding**

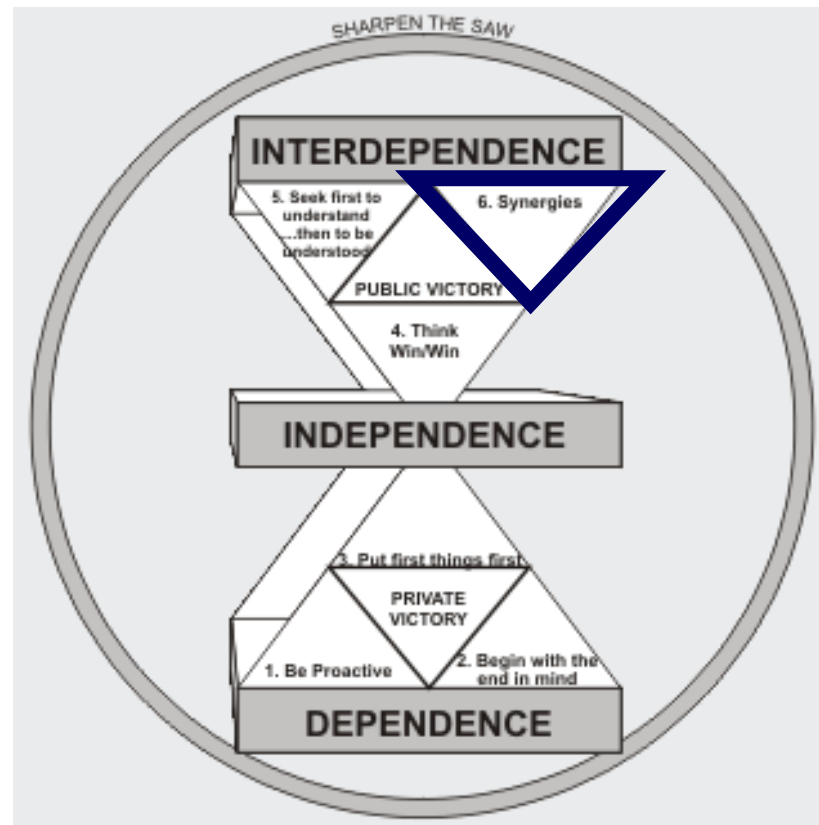
Service Management Implications:

- **Service Portfolio Management**
- **Service Level Management**
- **Service Design**
- **Warranty & Utility**
- **Requirements Management:**
 - **Functional**
 - **Non-Functional Requirements**



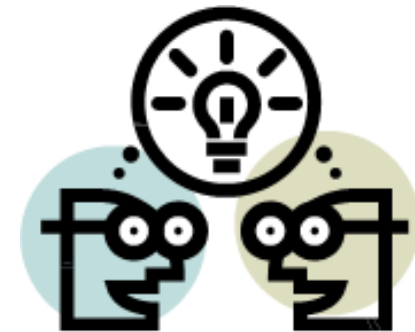
The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
2. Begin With The End In Mind
3. Put First things First
4. Think Win Win
5. Seek First To Understand, Then To Be Understood
- 6. Synergize**
7. Sharpen The Saw



Habit #6: Synergize

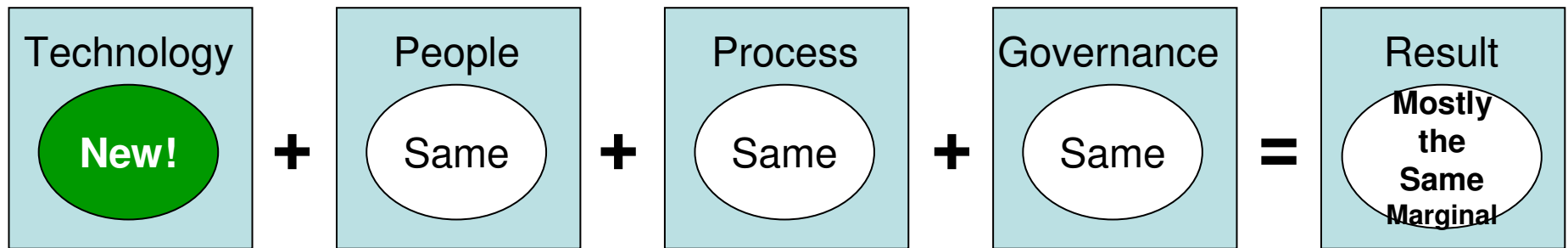
- Two heads are better than one
- The whole is greater than the sum of its parts
- Cooperation not compromise
- Service Management Implications:
- High level of **maturity** requires process and capability integration
- Business & IT Alignment / **Integration**
- **Service Development Life Cycle**
- **Quality Management**
- Integrated processes
- Integrated tools
- Common Data Model



The real power comes from the synergy and integration...

Habit #6:
Synergise

A formula for failure...

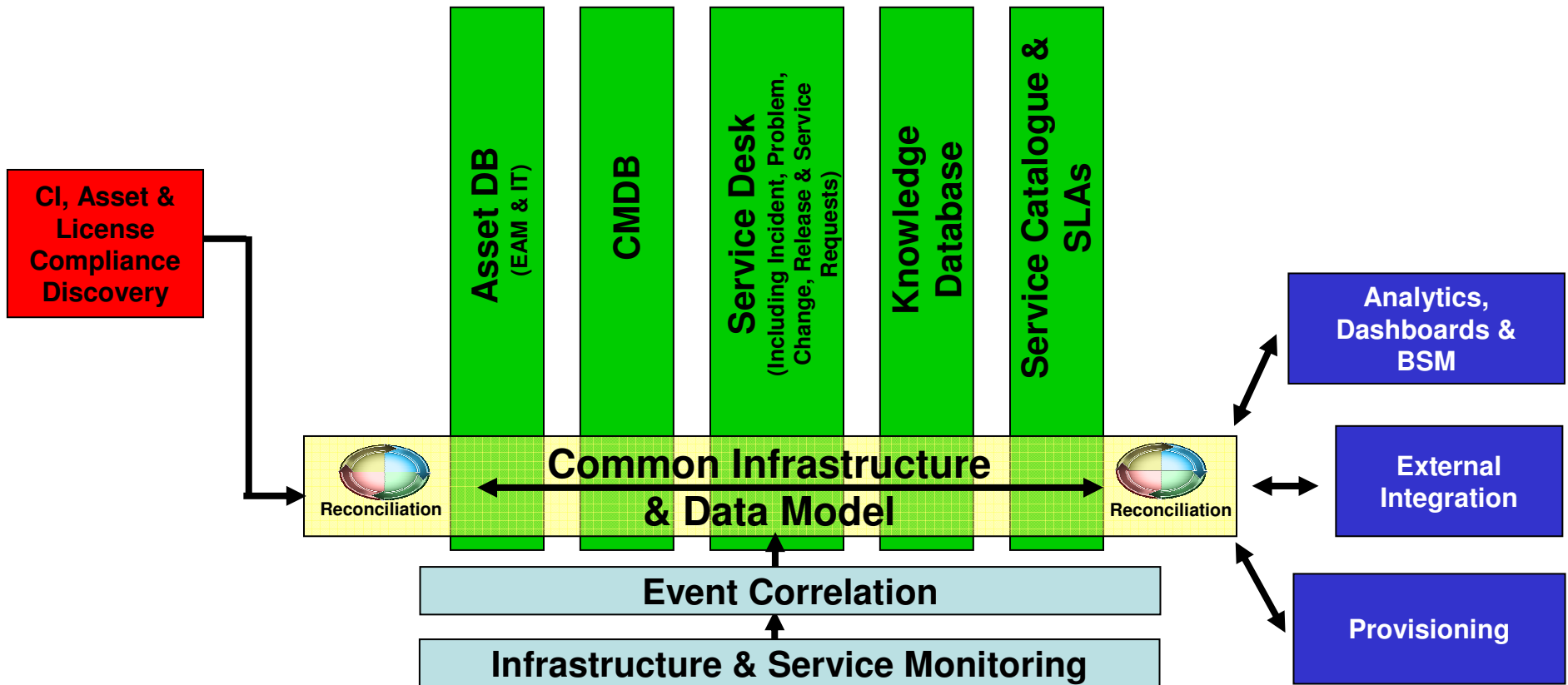


A formula for success...



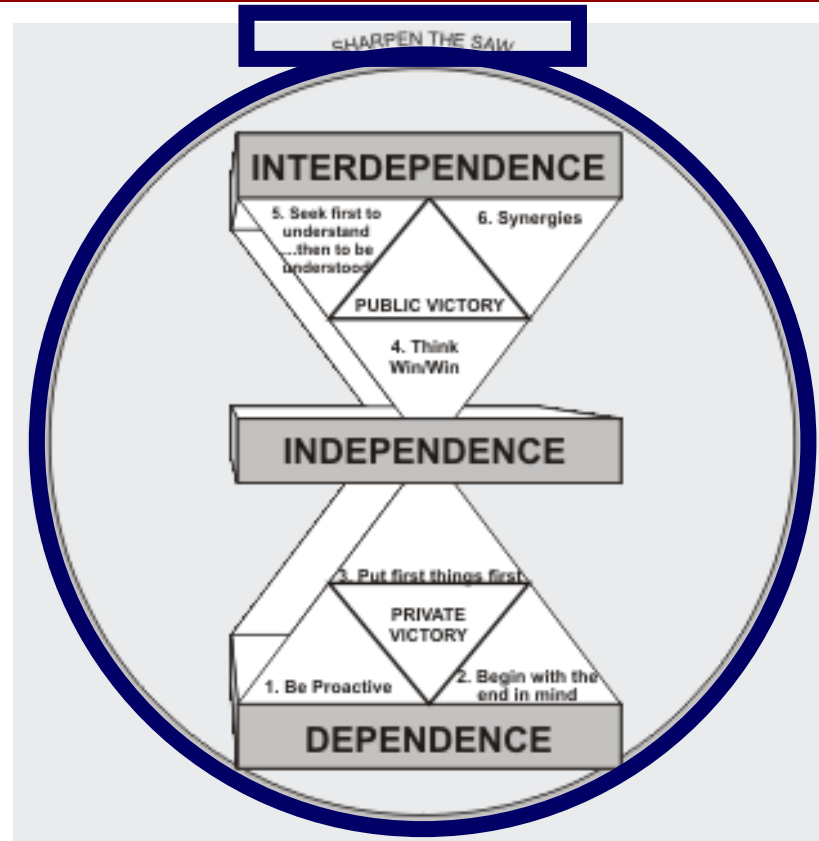
It's ideal to have a common data model and an integrated solution...

Habit #6:
Synergise



The 7 Habits of Highly Effective People & Service Management Organisations

1. Be Proactive
2. Begin With The End In Mind
3. Put First things First
4. Think Win Win
5. Seek First To Understand, Then To Be Understood
6. Synergize
- 7. Sharpen The Saw**



Habit #7: Sharpen the Saw

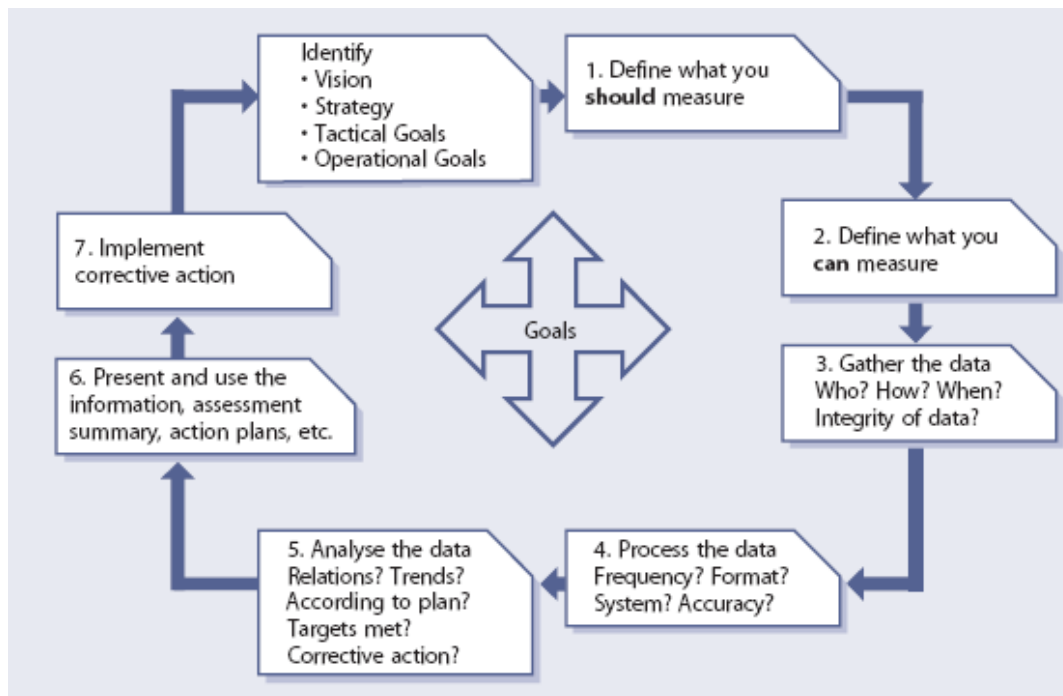
- **Take time out to sharpen the saw**
- **Don't be so busy fighting alligators that you don't have time to drain the swamp**
- **Don't be so busy driving that you forget to stop for petrol**



Habit #7: Sharpen the Saw

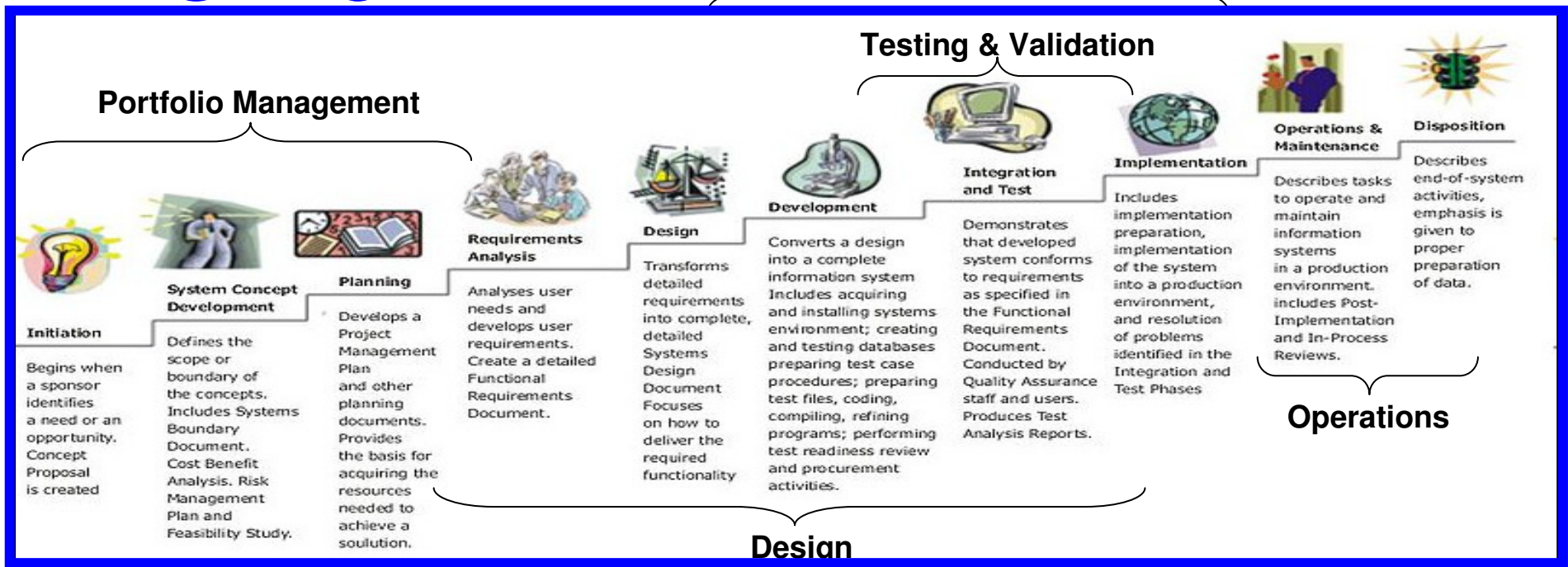
Habit #7:
Sharpen the Saw

- Continuous Service Improvement



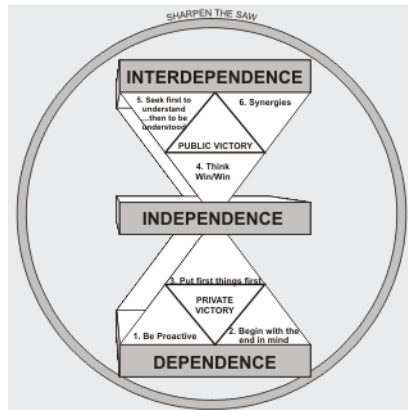
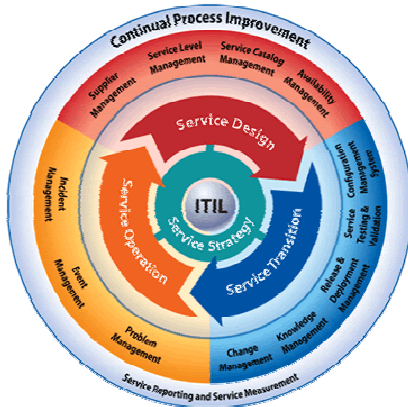
The service lifecycle helps to bring it all together...

← **Governance, Vision, Strategy & CSI** →
SDLC Transition Management



Project Management (PMI, PRINCE2, PMBOK, P3M3, PMO)

Summary / Recap



- **Two proven best practice frameworks that are in alignment:**
 - Stephen Covey's 7 Habits of Highly Effective People
 - ITIL
- **7 habits key points:**
- **Be proactive: You choose & govern**
- **Begin with end: Vision, mission & strategy**
- **1st things 1st: Balance & priority**
- **Win Win: Abundance, mutual benefit & creative cooperation**
- **Seek Understanding 1st: Effective communication based on trust**
- **Synergise: Integration & alignment**
- **Saw Sharpening: Continuous maintenance & improvement**

Win* a 16GB Apple iPad

Valued at \$629

Visit the IBM® Stand, fill in an
evaluation form
for your chance to WIN!



* See competition poster for full terms and conditions (available at
the IBM Stand)

© 2010 IBM Corporation

For more information please contact...

Craig Barbakow

**IBM Integrated Service Management Principal
for Australia & New Zealand**

Certified ITIL v3 Expert & v2 Service Manager

MBA, MS, BA

Email: cbarbakow@au1.ibm.com

Phone: 0410 891 271

