

TAOS

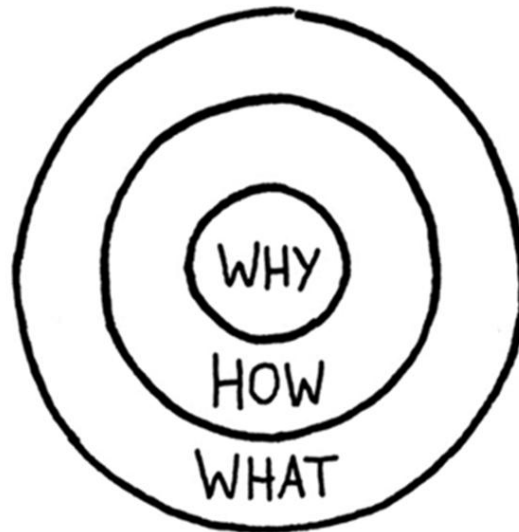
The Journey to ITIL
Expert (and Trainer)
Jeff Jensen

IT Lifecycle



- Why ITIL
- Why ITIL Expert?
- How do you get to ITIL Expert?
- My Journey
- Next Step – Trainer
- Trainer Why and How
- Overall Lessons Learned
- Next steps of the Journey

The Golden Circle



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What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

CREDIT: SIMON SINEK, INC. WWW.STARTWITHWHY.COM

Why ITIL?



SUPPORT BUSINESS OUTCOMES
 ENABLE BUSINESS CHANGE
 MANAGE RISK IN LINE WITH BUSINESS NEEDS
 OPTIMIZE CUSTOMER EXPERIENCE
 SHOW VALUE FOR MONEY
 CONTINUALLY IMPROVE

THE ITEMS BELOW ARE ALIGNED TO ALL 6 ITIL KEY CAPABILITIES, WITH THE MOST DIRECT CONNECTIONS UNDERLINED.

KEY CAPABILITIES

KEY BENEFITS

Manage business risk for your services



Minimize service disruption



Quantify and clearly demonstrate the true value of the services you provide



Benchmark services and maximize return on investment



Obtain value for money from your service providers



Support the marketing and consumption of your services



Ensure the quality of services matches customer needs and expectations



Ensure your customers can use the services when and where needed



Ensure the business and your customers are not affected by unexpected service failures



Forecast, respond to and influence the demand for your services in a cost effective way



Support business change at the speed your customer needs while ensuring stable and low-risk environment



Build and maintain positive business relationships with customers and improve customer satisfaction

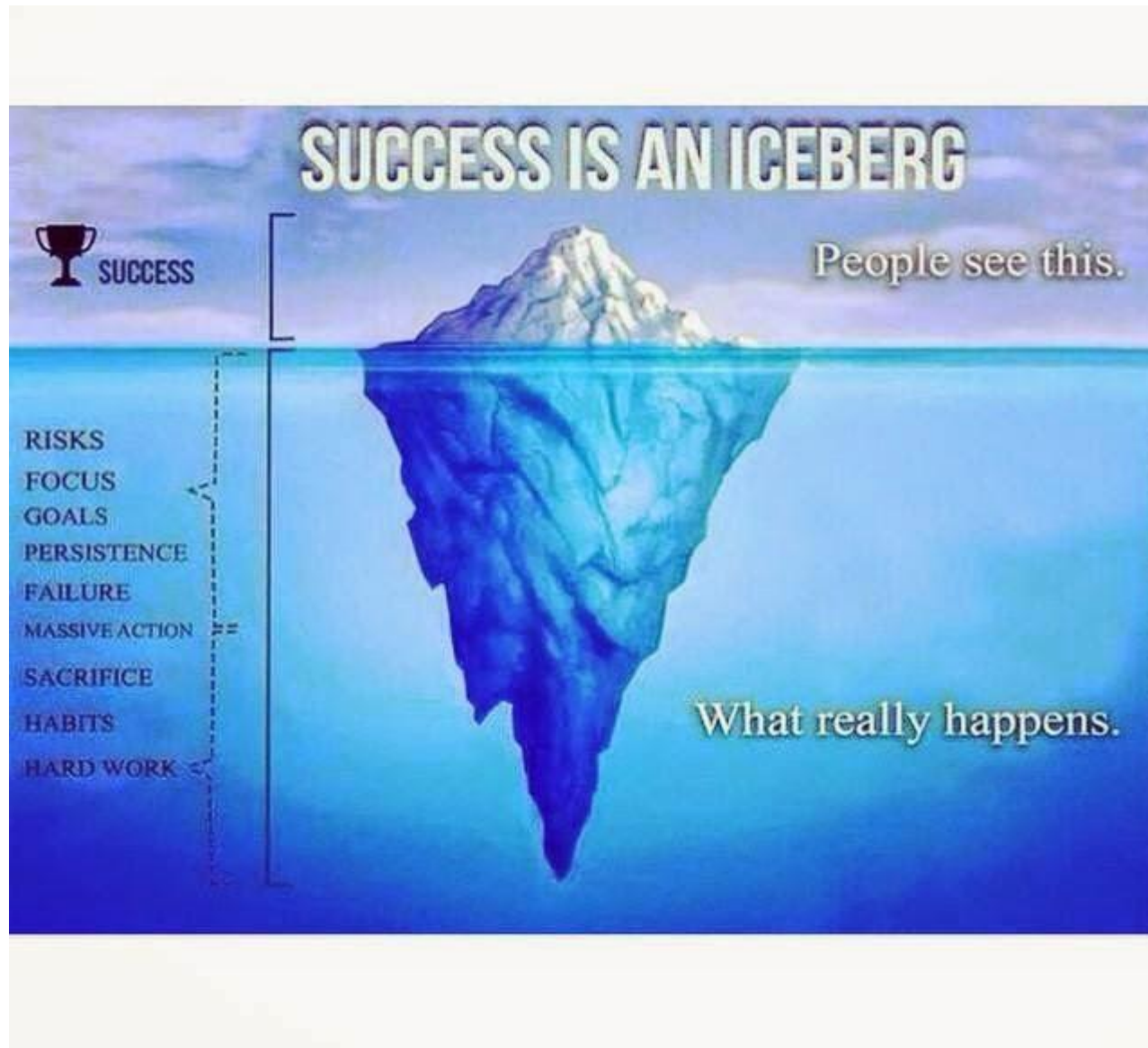


WHAT YOU CAN LEARN

WHAT YOU CAN ACHIEVE

Why ITIL?



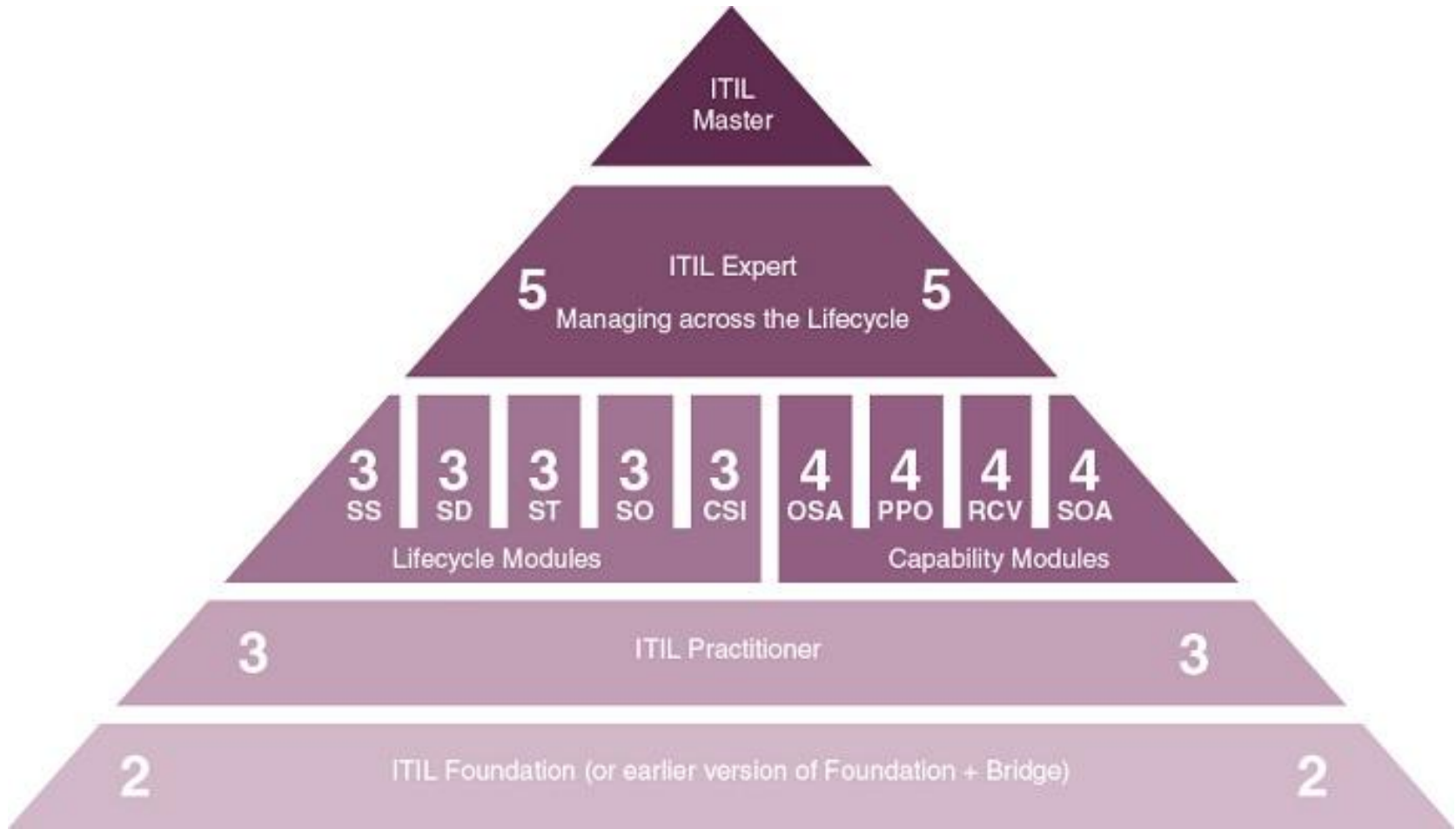


- As of 2013 (most recent Cabinet Office data):
 - 245,000 ITIL Foundation certificates issued
 - 50,900 Intermediate certificates issued
 - 4,500 MALC (ITIL Expert) certificates issued
 - ~ 1.4M total ITIL Foundation certified
 - ~ 25k total ITIL Expert certified
- Why?
 - Time
 - Cost
 - Commitment/Opportunity Cost
 - Market Value for Expert Cert?

Why ITIL Expert?

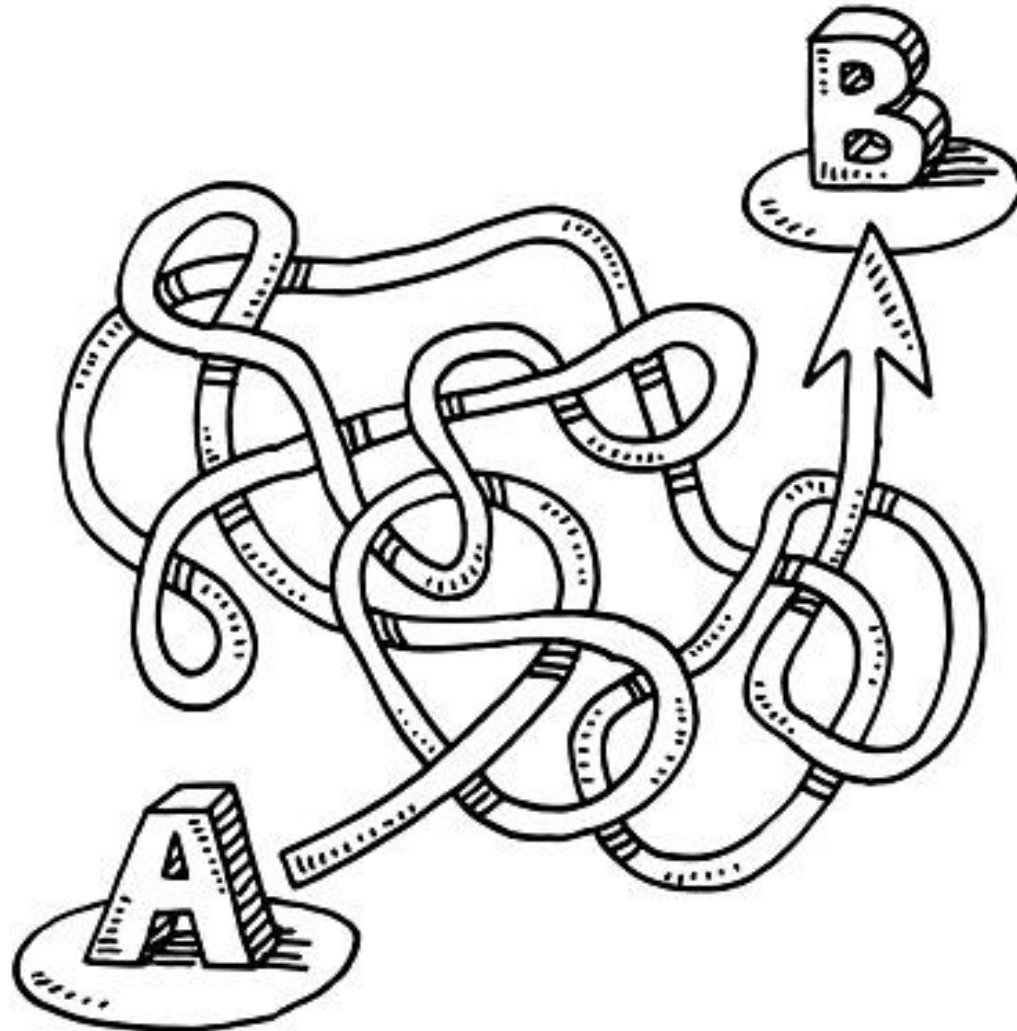


How do you get to ITIL Expert?



What did I do?

TAOS



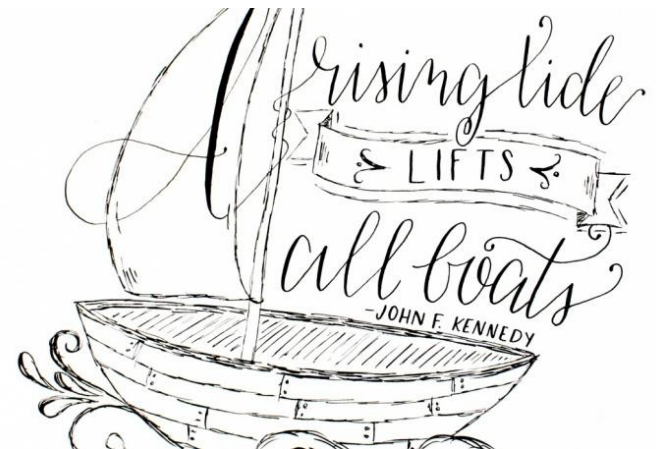
What next? Trainer



Why? What do you gain by becoming a trainer? TAOS

"Tell me and I forget.
Teach me and I
remember. Involve me
and I learn."

-- Benjamin Franklin



How do you become a trainer?

Home / About Us / Content Ownership and Development

Content Ownership and Development



ITSM Academy licenses our accredited courseware and instructor services to select organizations looking to establish their own ITSM training and certification program. We also license to corporations seeking a cost effective training solution for large numbers of learners.

Many ITIL/ITSM training providers lease both instructors and content from other providers (in many cases from ITSM Academy). While this option works well for some organizations, since the inception of ITSM Academy, we have focused on developing, and where applicable, accrediting, our own courseware. All ITSM Academy Courses have been developed in house, under the guidance of our CoFounder Jayne Groll.

Through our Change / Version Control Program, both the student guides and the hands on exercises are systematically updated and improved. We use both direct feedback from students as well as the instructors' observations of what works best in the classroom. This just isn't possible with leased courseware.

Experts agree that intense hands on practice drives up competence and retention. That's why ITSM Academy places special emphasis on hands on exercises in every course we deliver.

Taking a "teach them to fish approach", clients are encouraged to designate one or more qualified employees to be groomed as internal instructors. Working with ITSM Academy's seasoned Supervising Instructors, Trainer Candidates follow a structured Train-the-Trainer (T3) Program. When the Trainer Candidate successfully completes the program, organizations deliver their own classes, utilizing licensed ITSM Academy Courseware. All Delivery Partners must be capable of delivering high quality training, which enables students to assimilate the material to the extent they can pass the certification exam.

Unlike traditional classroom discount programs, Courseware Licensing empowers organizations to develop and deliver flexible, personalized training. And of course, provides significant savings and direct ROI.

Our course materials are developed in-house and include a comprehensive Instructor Kit. Through our Change / Version Control Program, our content is systematically updated and improved. We use both direct feedback from students as well as the instructors' observations of what works best in the classroom.

ITSM Academy's robust catalog of Courseware includes all Accredited Courses as well as non-certification Workshops, Clinics and interactive sessions.

Please browse titles see our [extensive catalog](#) available through this innovative program or feel free to [Contact Us](#) for more information about acceptance into our Program.

- Went through ITSM Academy T3 program
- Have taught 10 ITIL Foundation and six Intermediate classes
- Have four co-workers with enough credits to take MALC, three more one class away
- Teaching isn't as easy as it looks
- As beneficial if not more so for teacher than the learners

- Take notes as you go
 - Running log
 - Key learnings
- Share what you are learning immediately
 - With as many people as possible
 - As fast as possible
 - Incorporate into VMGO ASAP (Balanced Scorecard)
- Must have senior level sponsorship
 - Cultural and structural change
 - Find ways to add immediate value
 - Translation from IT objectives to business objectives

What's next? And, of course, why?

itSMF USA



**BUSINESS
RELATIONSHIP
MANAGEMENT
PROFESSIONAL**

**ITIL[®]
PRACTITIONER**

**INCREASE THE VALUE
OBTAINED FROM
ADOPTING ITIL**



ITIL - MALC



PEOPLE
≡ DON'T CARE HOW MUCH ≡
you know
» » » UNTIL « « «
≡ THEY KNOW HOW MUCH ≡
you care.