

---

**5 WAYS SERVICE MANAGEMENT COULD HAVE HELPED AVERT THE FINANCIAL CRISIS**

**MICHAEL CARDINAL, ITSM ACADEMY**

**Q In the nineties, we seem to have shifted to a, "Make mine and get out," approach instead of making a "Built to Last Company". Does Mike see any macro cultural trends emerging that will relieve the short term focus.**

A: I do, I hope that some of the shift to a more global situation will help, especially Americans. We need to see that although we are a great country, we need to focus on the bigger picture and global activity ... the macro... we can start to shift that idea. Personally as an instructor I empower the younger generation to start to see the world as a place of opportunities and take responsibility. Government needs to step back into role of regulation. Free markets without controls are anarchy.

**Q: My facility is V2 and we are looking at V3. Any risks looking at by staying with V2?**

A: There is a danger that V2 keeps people operational focused. V3 does a better job looking at the bigger picture. The strategy with CSI feeds back to strategy. V2 doesn't close the loop unless you are reading other books. You keep repeating the same mistakes.

**Q: We were going strong with ITIL for years, but now we've had some turnover and have a faltering implementation. As a result, interest and compliance are declining, what can I do to get us back on track?**

A: Recommendations... Keys to faltering...Are you looking to make SM the way to do things? Shift the focus to putting processes into place and use SM as a behavioral change methodology. Eat, sleep, and breath...make it part of your corporate DNA. When a problem is called in, think the vocabulary. How do I handle it? Move away from just "helping someone"...think of things as an Incident.

**Q: Service Mgmt...do you have a presentation or doc that can help lead to Service Improvement that you can share?**

A: My next webinar presentation - in Spring – I will be talking about metrics and CSI. There are number of things in classes and webinars and presentations that will help, that you can access through website.

**Q: What can be done if you have a management team that doesn't express commitment and holding people accountable?**

A: Start to look at things from a behavioral standpoint. One on one mentoring. Get time on exec calendar and bring in some expertise with SM and have conversations, every Friday for four weeks for example. What can they do to work towards accountability, Why is it important? Trying to force it will not work. Best way is to chip away towards behavioral and psychology. Just start talking about it....

**Q: You mentioned MOF - does MOF emphasize Government/Risk/Compliance (GRC) more so than ITIL?**

A: YES, GRC is key part of the Manage layer of MOF. Look at [www.Microsoft-MOF](http://www.Microsoft-MOF), look at the MOF classes, MOF SIG. Does a better job at GRC than ITIL.