



Welcome!

About ITSM Academy



- Accredited Education
 - ✓ Certified Process Design Engineer (CPDE)®
 - ✓ ITIL® Foundation
 - ✓ ITIL Capability (OSA | PPO | RCV | SOA)
 - ✓ ITIL Lifecycle (SS | SD | ST | SO | CSI)
 - ✓ ITIL Managing Across the Lifecycle (MALC)
 - ✓ ISO/IEC 20000 Foundation
 - ✓ ISO/IEC 20000 Foundation Bridge
 - ✓ MOF Foundation
- Practical, Value-Add Workshops
 - ✓ ITSM Leadership
 - ✓ ITIL, MOF, ISO 20K Overviews
 - ✓ Apollo 13, Visible Ops: The Class
 - ✓ And more!
- Since 2003 - *Tens of Thousands Trained and Certified*
- ITSM Professional Diplomas
 - ✓ Change/Support/SLM
- Public Classes throughout U.S.
- Corporate On-Site Classes
- Virtual Classes
- Courseware Licensing
 - ✓ Corporate & Partner (GEM)
- Alumni Program
- PMI Global Education Provider
- Certified Woman-Owned

Welcome!

Michael Cardinal
ITSM Academy
ITIL Expert, CPDE, Educator,
Man for All Seasons?



Agenda?



- Getting to understand questions better?
- Questioning approaches?
- Question development?
- Using questions for ITSM?
- Are we there yet?

Thanks for joining us today.
Please use the chat feature to send in your questions.

Why more Effective ITSM Questions?

- Serve as the basis for all of ITSM
 - ✓ Guide the lifecycle from Strategy to CSI
- Facilitate better communications
 - ✓ Possibility—to generate ideas
 - ✓ Opportunity—to narrow options
 - ✓ Action—to make decisions
- Provide a platform for thought
- Efficiency, effectiveness, economy
- Increase value, utility and warranty

What are Questions?

A sentence worded or expressed so as to elicit data, information, knowledge and wisdom

- Probing
- Decision-making
- Idea generation
- Clarification
- Understand purpose
- Determine relevance
- Ensure completeness
- Ensure accuracy
- Gather examples
- Extend knowledge
- Evaluate
- Elicit emotions

Question Types?

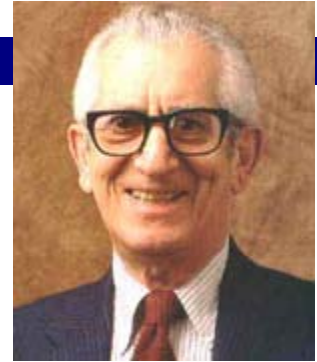
- Probing
- Inquiry
- Socratic
- Coaching
- Open/Closed
- Rhetorical



- Factual
- Interview
- Survey
- Strategic
- Tactical
- Operational

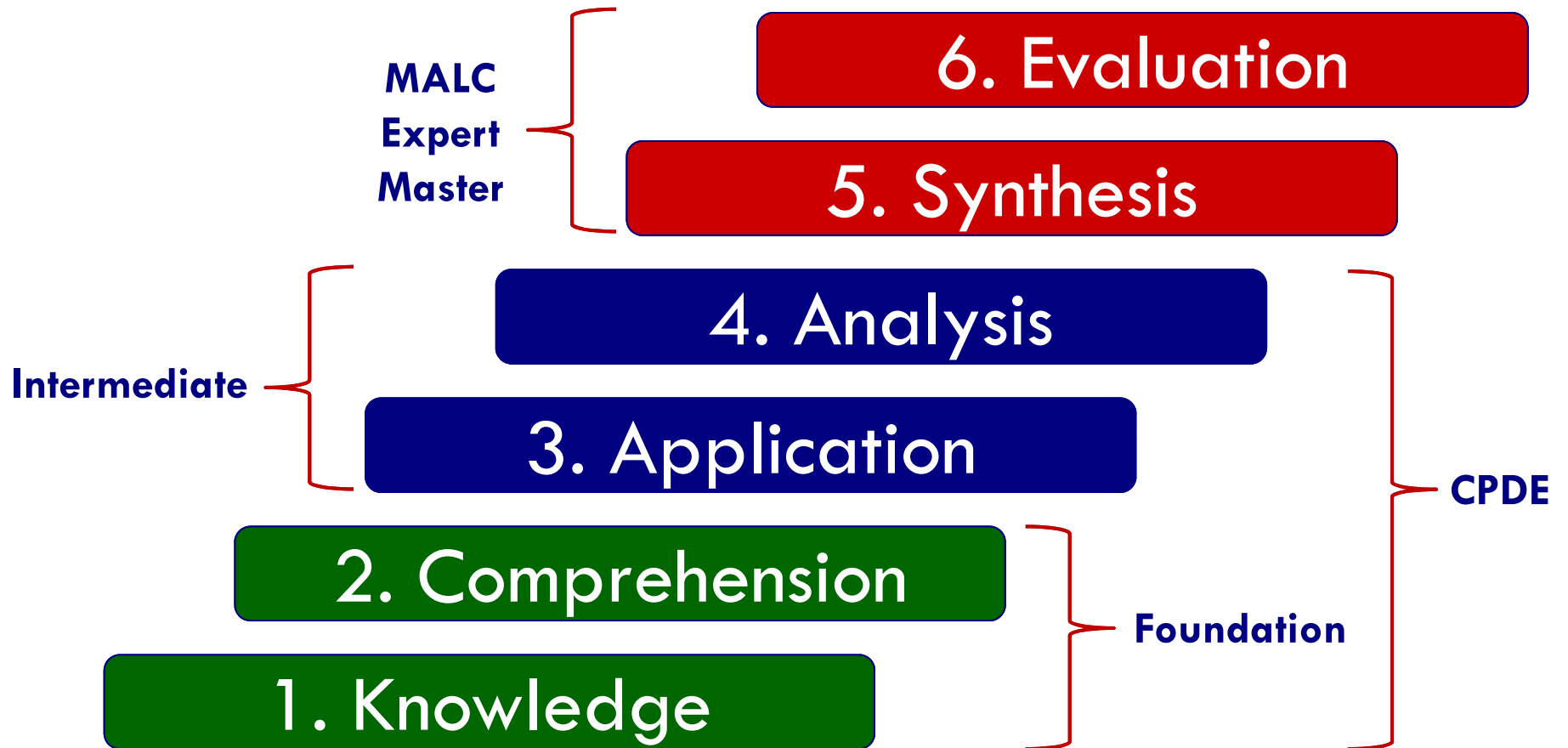
What about Bloom's questions?

Question Master?

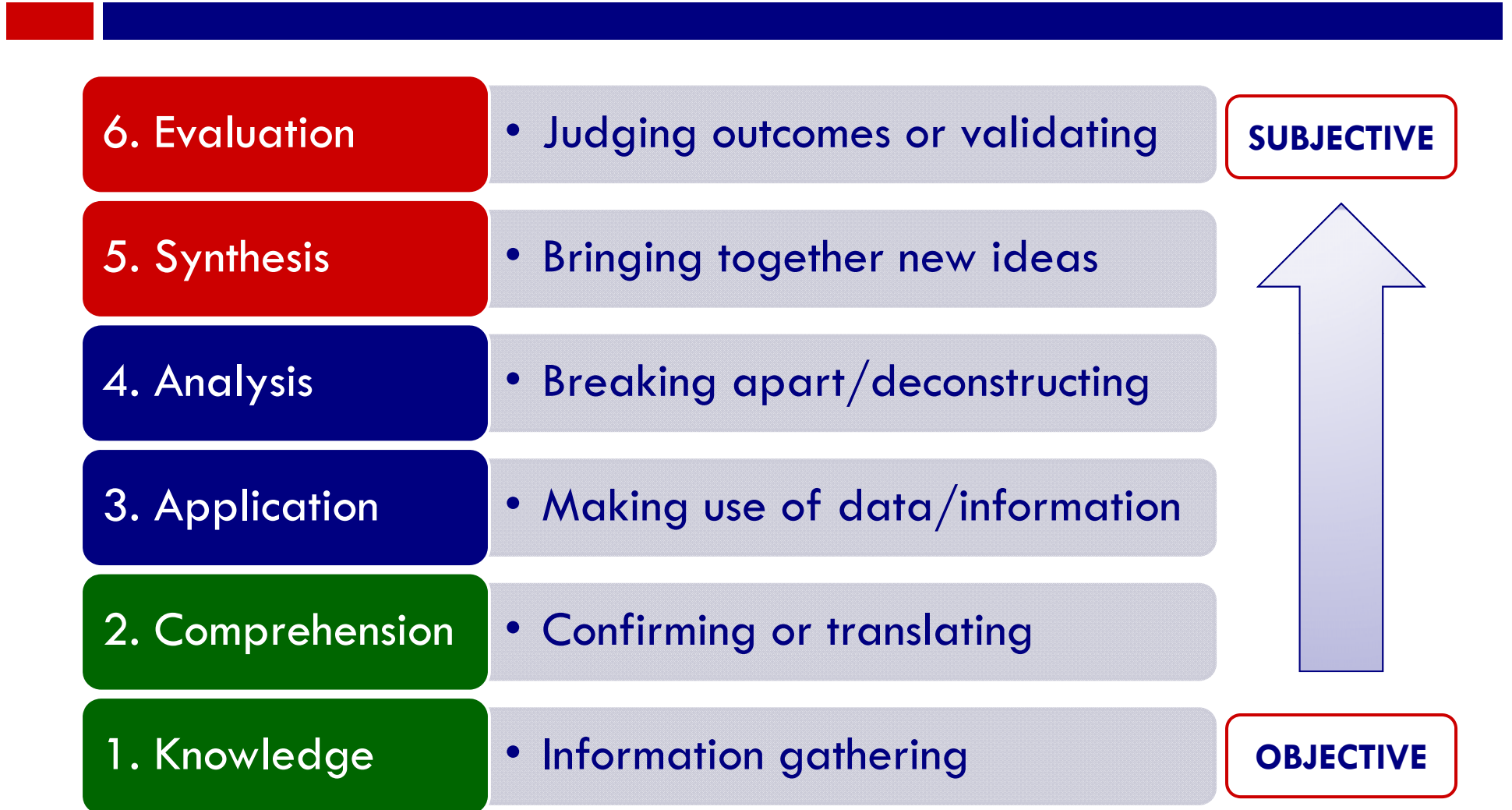


- Benjamin Bloom (1913-1999)
 - ✓ Educational psychologist
 - ✓ Developed theories around mastery-learning
 - ✓ Knowledge=mastery of cognitive, affective, psychomotor domains
- Bloom's Taxonomy
 - ✓ Step model based on increasing levels of critical thought
 - ✓ Knowledge and mastery builds through the levels
 - ✓ Can be applied in many situations to gain data, information, knowledge and wisdom

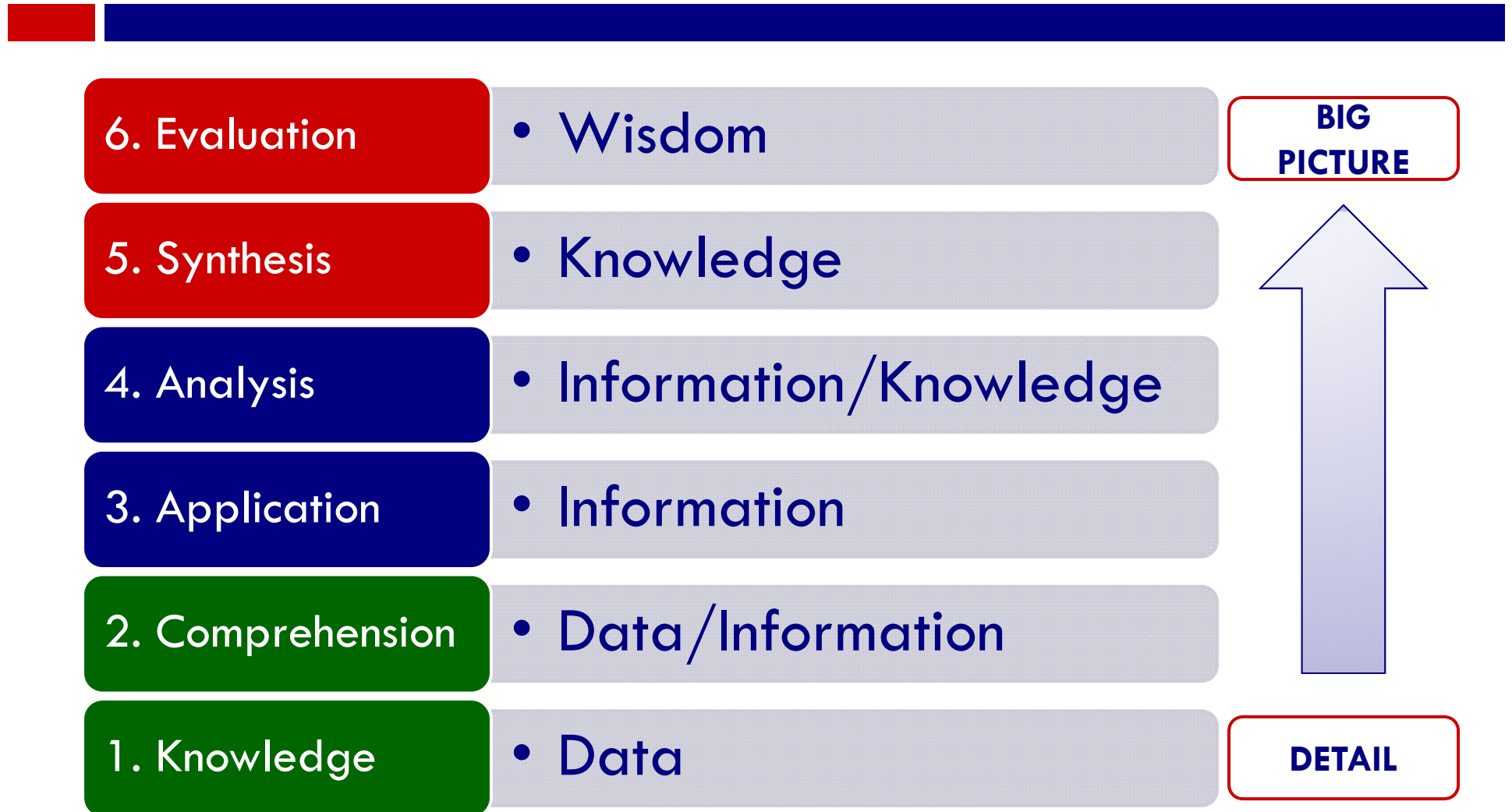
Bloom's Taxonomy?



Using Bloom?

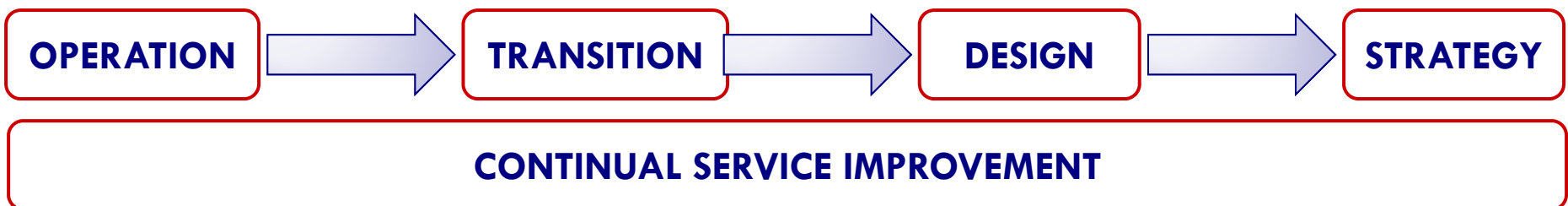


Using Bloom?



Bloom's Question Words?

Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation
Who	Explain	Apply	Analyze	Arrange	Why
What	Indicate	Build	Calculate	Assemble	Assess
Where	Locate	Demonstrate	Compare	Organize	Defend
When	Illustrate	Operate	How	Plan	Evaluate
Describe	Select	Employ	Deconstruct	Propose	Predict
Tell	Rephrase	Interpret	Examine	Prepare	Support
Identify	Recognize	Plan	Determine	Set Up	Estimate
State	Report	Use	Test	Develop	Value



Helper Words?

■ Modal Verbs

- ✓ Can
- ✓ Could
- ✓ May
- ✓ Might
- ✓ Must
- ✓ Ought
- ✓ Shall
- ✓ Should
- ✓ Will
- ✓ Would

■ Journalistic Questions

- ✓ Who
- ✓ What
- ✓ Where
- ✓ When
- ✓ How
- ✓ Why



Developing better ITSM Questions?

- Which Bloom level?
- Question Formula:
 {Helper Word} + {Bloom Question Word}
 + {Process Word}
- Examples:
 Can you describe the incident?
 How would you identify utility?
 How could we create a better strategy?
 Will we comprehend the impact of the change?

Points to Ponder?

- Complex \neq elaborate
 - ✓ Level 6 (Evaluation) questions can be very simple
 - Do you work for a good boss?
 - ✓ Level 1 (Knowledge) questions can be very elaborate
 - Can you tell me all the different types of standard changes, standard services, service requests and events your organization has identified?
- Is this a statement or a question?
 - ✓ The question is the part with the question mark
 - ✓ Do not make a statement when you mean to ask a question

More Points to Ponder?

- Think about the question and the answer before you ask
 - ✓ Do you know an answer to the question?
 - ✓ Are you asking the question to validate your own thinking?
 - ✓ Are you willing to hear the answer?
- There is no such thing as a closed question
 - ✓ There is always more to the question and answer than we may realize
- Even the simplest question should generate more questions
 - ✓ The best answer to a question is another question!



1. Knowledge?

1. Knowledge

- Who: Service Desk, Operations
- What: Incident, Service Request, Event, SACM, Release
- When: Identifying, Logging
- Where: CMS, CMDB, other data repositories
- How: Gather and verify basic information, identify incidents, events, service requests
- Why: Establish a complete and accurate base of facts and data
- Example: Can you tell me where you are currently located?

2. Comprehension?

2. Comprehension

- Who: Service Desk, 2nd Level, Functions
- What: Incident, Service Request, Access
- When: Categorizing, Prioritizing
- Where: CMS, CMDB, DML
- How: Probing for better understanding of issue
- Why: Comprehend the appropriate further line of questions to ask
- Example: Can you indicate what you were doing when the error occurred?

3. Application?

3. Application

- Who: Technical, Application, Operations Management
- What: Transition, Design, Deployment
- When: Escalating, Investigating
- Where: IM Tool, AMIS, CMIS, SMIS, Catalog
- How: Determining workarounds and fixes
- Why: Move through a process flow effectively and efficiently
- Example: Could we build the service in a more efficient manner?

4. Analysis?

4. Analysis

- Who: Analysts, 2nd and 3rd Level, Process Owners
- What: Root Cause, Problem, Change, SACM
- When: Investigating, Diagnosing, Assessing
- Where: Data Mining, Statistical Tools, KMDB, Catalog
- How: Building Config Models, Metrics Program
- Why: Deconstruct into simpler more understood and manageable pieces
- How would we compare the capabilities of two distinct services?

5. Synthesis?

5. Synthesis

- Who: Management, Owners, Designers, Architects
- What: Design, Warranty, Strategy, CSI
- When: Closure, Service and Process Design
- Where: SKMS, Service Portfolio
- How: Defining and designing new and better services
- Why: Find and develop new solutions and promote innovation and creativity
- Example: Should we re-organize the IT department to provide more effective service delivery?

6. Evaluation?

6. Evaluation

- Who: Management, Strategy Developers, Planners
- What: Strategy, CSI
- When: Meetings, Planning & Strategy Sessions
- Where: Service Portfolio
- How: Providing greater value to customers and users
- Why: Validation of decision making and understanding
- Example: Will we be able to predict the effects of an alternative service delivery mechanism?

Other Uses?



- Meetings: Establish the agenda based on Bloom Levels
- Root Cause: Ask questions from each level to get a fuller picture of the situation
- Plans/Strategies/Business Cases: Establish sections based on the six levels
- Negotiations: Ensure agreement by validating each level
- Process Maturity: Validate processes at each level for comprehensiveness

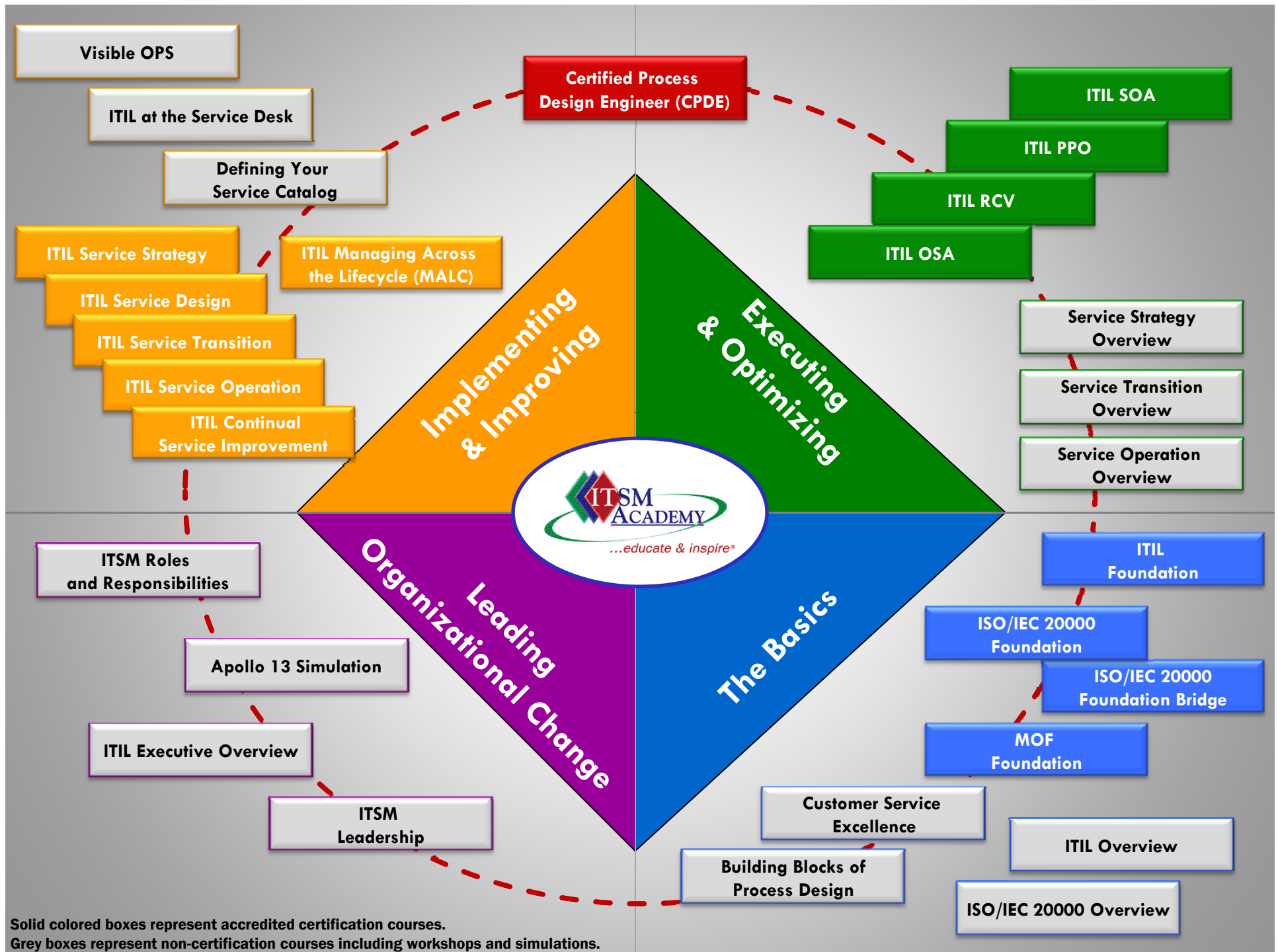
Pop Quiz?



- What Bloom Level are these questions?
 - ✓ Who is buried in Grant's tomb?
 - ✓ Which is better-Chicago style pizza or New York Style pizza?
 - ✓ When will the Cubs win the World Series?
 - ✓ How much is $1+1$?
 - ✓ What causes men to go prematurely bald?
 - ✓ What would happen if everyone asked more effective questions?
 - ✓ Did you enjoy this session?

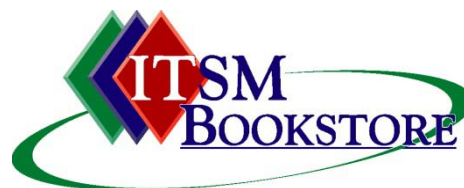
Pop Quiz?

- What Bloom Level are these questions?
 - ✓ Who is buried in Grant's tomb? **Level 1 (Know)**
 - ✓ Which is better-Chicago style pizza or New York Style pizza? **Level 2 (Comprehend) or Level 6 (Evaluation)**
 - ✓ When will the Cubs win the World Series? **Levels 3-6 (Apply, Analyze, Synthesize, Evaluate)**
 - ✓ How much is $1+1$? **Levels 1-3 (Know, Comprehend, Apply)**
 - ✓ What causes men to go prematurely bald? **Level 4 (Analyze)**
 - ✓ What would happen if everyone asked more effective questions? **Level 5 (Synthesize)**
 - ✓ Did you enjoy this session? **Level 6 (Evaluate)**





ITSM Academy Affiliates



IT Service Management Professional (ITSMP)[®] Diplomas

ITSM Academy is Licensed by the Commission for Independent Education, Florida Department of Education, offering occupational ITSMP[®] Diplomas.

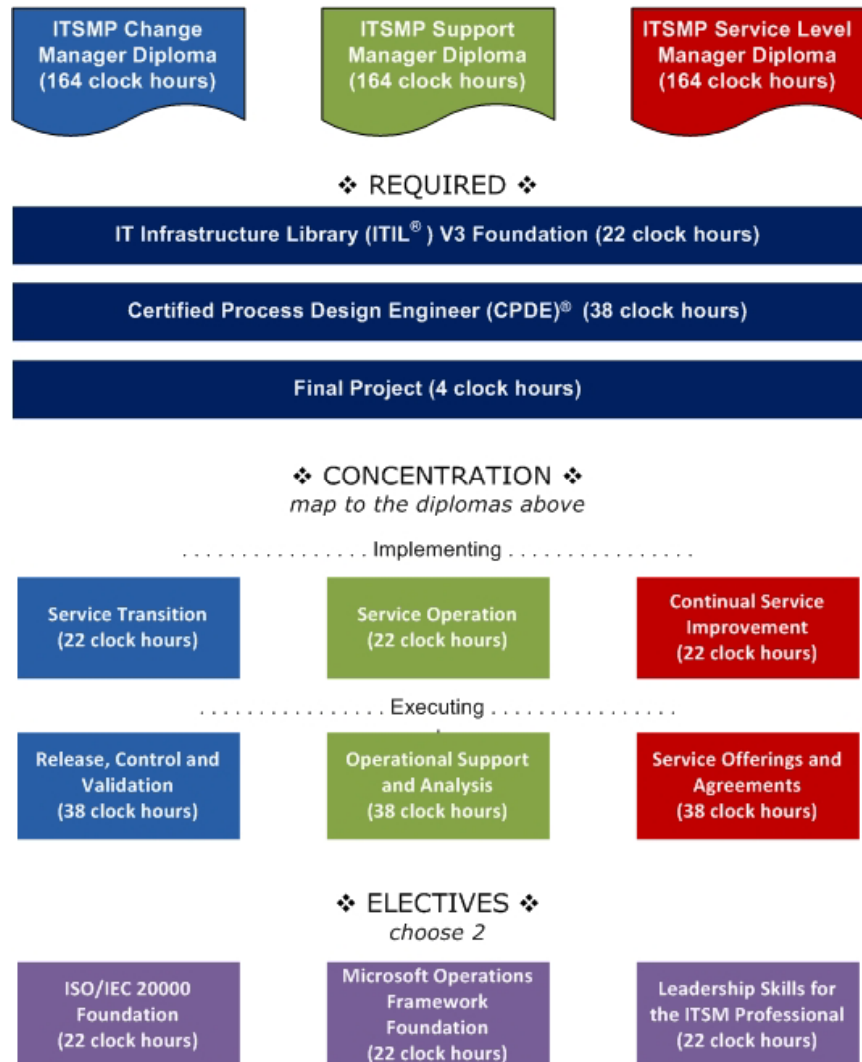
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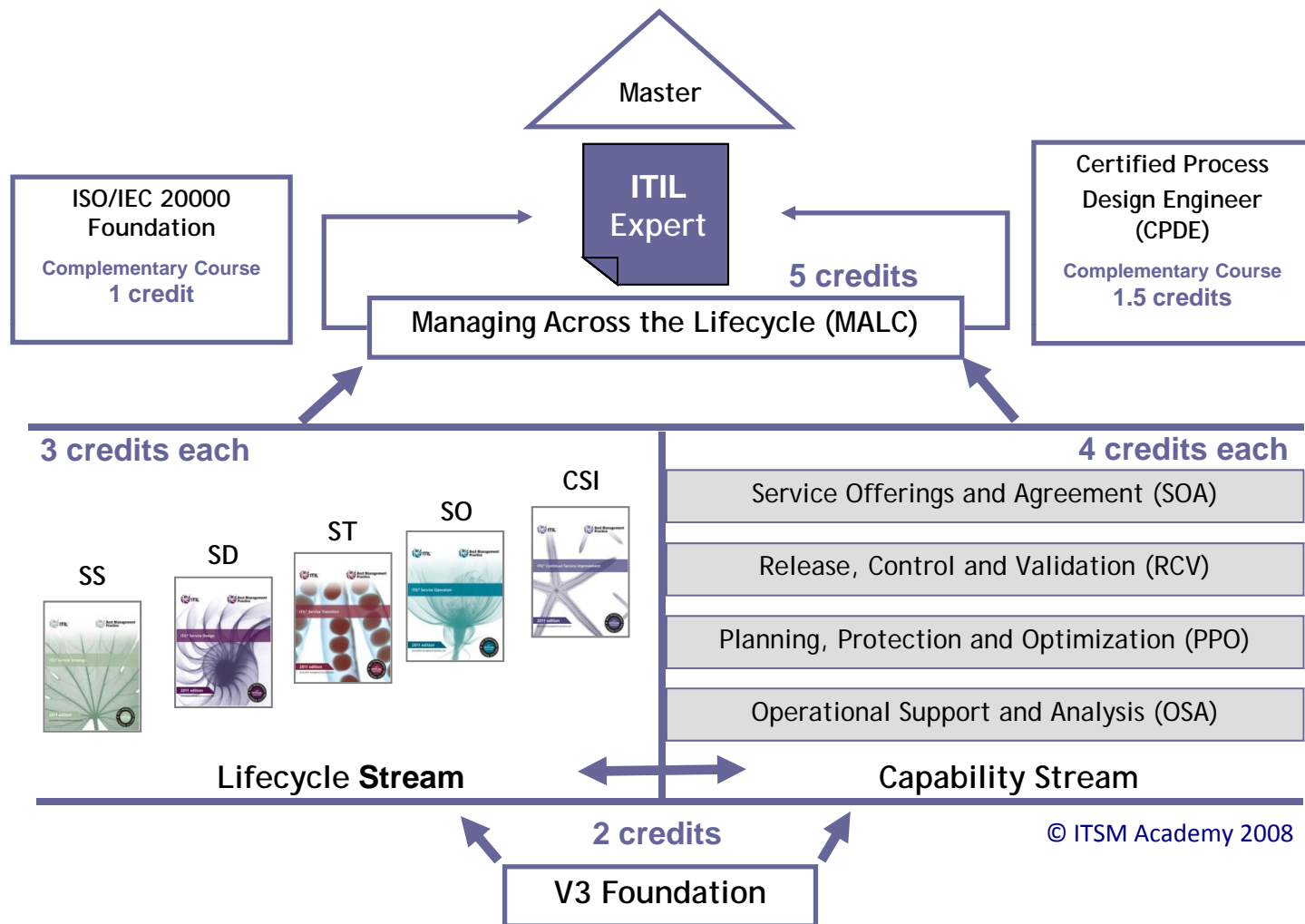
indicates courses which accrue clock hours toward a Diploma as:

- **Change Manager** •
- **Support Manager** •
- **Service Level Manager** •

Achieved by earning 168 or more clock hours by completing
2 Required Courses, 2 Concentration Courses, 2 Electives and 1 Final Project

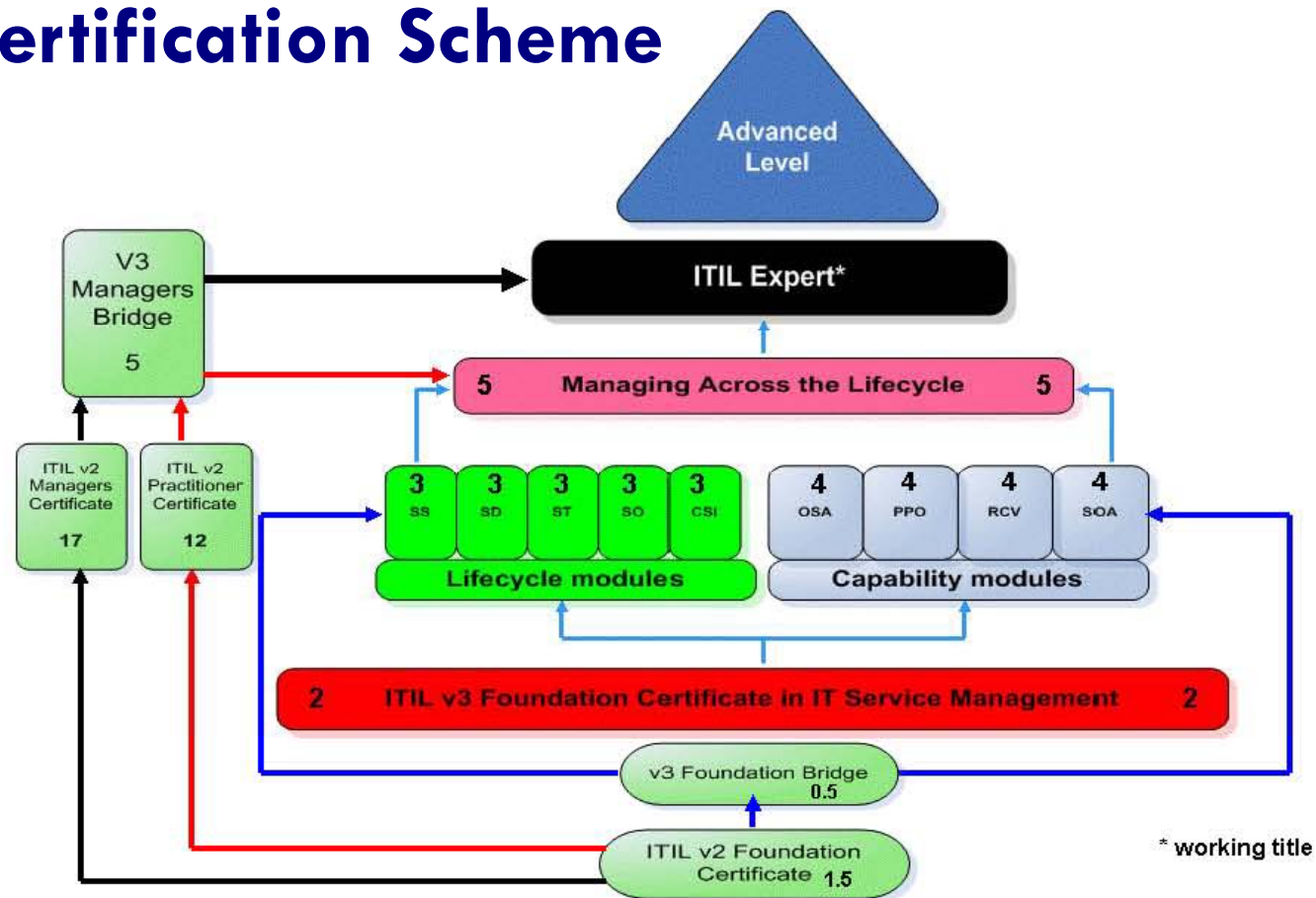


Want to Learn More?



Want to Learn More?

ITIL Certification Scheme



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