

priSM Credential: Becoming a Professional in IT Service Management

ITSM Consultant Cathy Kirch joins Thought Rock to talk about the priSM credential and it's place in the IT industry.

Attendees of this webcast will walk away knowing:

- What priSM is
- Who it is intended for
- Why IT professionals should be credential holders... or use priSM
- How IT professionals can get started towards their priSM credential



Cathy Kirch
ITSM Consultant

What is priSM?

priSM (R)

Launched to demonstrate an individual's experience and applied knowledge beyond text-book understanding gained from training, certification and qualification routes.

- Five levels based on qualifications and experience
- Requires annual Continuing Professional Development (CPD) commitments (similar to PMI, ISACA, etc)
- Continually expanded and updated
- NEW – *REDUCED PRICING!*
- NEW – *itSMF Membership Not Required* (but does qualify you for discount)

What is priSM?

priSM (R)



is reserved for those senior professionals who have been recognised for making a significant contribution to the profession and its body of knowledge

FSM^{CM}



is for senior, well experienced Service Management professionals and leaders

DPSM^{CM}



is for experienced Service Management professionals

PSM^{CM}



is for entry level professionals

ASM^{CM}



is for students with an interest in ITSM

SSM^{CM}

Who is it intended for?

| ITIL Exams from the Accreditor | 2010 | 2011 |
|-------------------------------------|---------|---------|
| Foundation | 208,469 | 224,613 |
| Service Strategy | 2,637 | 4,093 |
| | 2,647 | 4,496 |
| | 3,032 | 4,938 |
| Continual Improvement | 2,811 | 2,811 |
| Incident Response & Agreements | 3,842 | 3,363 |
| Release, Control & Validation | 3,186 | 3,954 |
| Planning, Protection & Optimization | 1,642 | 2,386 |
| Operational Support & Analysis | 3,882 | 5,328 |
| Managing Across the Lifecycle | 1,751 | 3,271 |
| Totals | 274,507 | 277,431 |

ITSM Employee:
Are you just a number?

ITSM Employer:
Are you hiring the right person?



Who is it intended for?

priSM (R)

Audiences Include:

- ITSM Professionals
- Service Management students
- Education establishments- Universities and Colleges
- Employers
- Customers



What does the credential validate:

- Experience
- Knowledge
- Qualification
- Professional commitment
- Continual Professional Development(CPD)
- Code of ethics

Why be a credential holder?

priSM (R)

- Many qualifications
- Many certifications
- Many memberships
- Most focus on the top level in a career
- How can you tell an ITSM professional vs. a certified individual?
- Do you have time to validate credentials?
- Looking for a quick registry lookup?

Why use priSM?

priSM (R)

- Credential Holders gain from the independent verification of the following:
 - Demonstrated professional and ethical approach to dealing with others
 - Demonstrate they are trustworthy, and courteous in their conduct
 - Demonstrate knowledge and experience in required subject matter
 - Possess relevant qualifications and certifications

Why use priSM?

priSM (R)

- How the credential is evidenced:
 - Individual is listed in the global registry of current credential holders
 - Post-nominal letters
 - Credential Holder can utilize the priSM logo
 - Lapel pin

For more information, go to
<http://www.theprisminstitute.org>

Why use priSM?

priSM (R)

- Employers or those hiring service management staff gain from the following:
 - Simple approach to sorting through many resumes
 - Validated experience, certifications and industry contribution
 - Ability to differentiate between candidates or offerings
 - Conformance to a professional code of ethics and conduct

For more information, go to
<http://www.theprisminstitute.org>

Why use priSM?

priSM (R)

- Employers and service providers:
 - A holistic and balanced framework to professional development of your team members
 - Provides an independent recognition of achievement
 - To motivate and reward professional development that includes day to day efforts as well as training
 - To competitively distinguish your resources from those of other service providers
 - To make your company a more desirable place to work

For more information, go to
<http://www.theprisminstitute.org>

Why use priSM?

priSM (R)

- Students gain from the following:
 - Acquiring ITSM skills which are relevant in today's job market
 - Well rounded awareness of entering a profession not just job
 - Standing out from the crowd
 - Learning from ITSM experts
 - Networking
 - Developing life-long learning in ITSM
 - Greater placement and employment opportunities



Why use priSM?

priSM (R)

- Education establishments gain from the following:
 - Assurance they are providing quality learning and development experiences
 - Actively engaging with employers and ITSM community to provide added-value to IT and Business students
 - Ability to develop course material which has direct bearing on advice and guidance from ITSM community



Where do I start?

priSM (R)

- New to priSM?
 - Navigate the website
 - Applicants-download the application form
 - Employers- know the Registry for validation
- Already a priSM CH?
 - Track your activities for the CPD process
 - You must retain evidence
 - Be sure to sign in at itSMF events



Where do I start?

priSM (R)

- Employers-
 - Understand the registry
 - Contact priSM board members for questions
 - Compare your skills bank with those that gain CPD's
 - Incorporate priSM in your development plans
- Universities and/or Colleges
 - Contact a member of the priSM Board
 - Add to your catalog of services



The portal

priSM (R)

Home About priSM® Credential holders priSM® documents Benefits of priSM® **Applying to priSM®** Contact priSM®

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priSM®

Global priSM® Institute
Follow us on twitter

START

Join the conversation

priSM® is a comprehensive program for professional recognition and development in the IT Service Management (ITSM) industry.












The program defines a measurable framework based on an individual's existing experience, qualifications and industry contributions.

priSM® provides a structured path for continuing professional growth while maintaining a registry for professionals to track and reference their continued good standing.

priSM® credential holders stand out from the crowd

The portal

priSM (R)

|  PREPARE Download and review the priSM® handbook |  ASSESS Determine which priSM® credential you wish to apply for |  GATHER & SUBMIT Gather your supporting documentation for your application, obtain professional references, complete the applicable application form and submit for review via email |  FEEDBACK Receive confirmation from The priSM® Institute of the status of your application Successful applicants should pay their applicable fee immediately after receiving confirmation |
|---|--|---|---|
|  priSM® handbook (English) |  priSM® calculator |  priSM® STUDENT application form OR  priSM® ALL OTHER CREDENTIAL LEVELS application form (excluding FELLOW) PLUS  priSM® statement of sponsorship / reference  priSM® addendum for those applicants without a formal CV/ resumé |  priSM® continual professional development submission form to be used following the successful award of a credential |



Meet the Board

priSM (R)



Cathy A. Kirch,
Chair of priSM Americas



Steve Janssen
Vice Chair



Susan Schneinase,
Professional
Development Mgr



Alef Girma,
Secretary of priSM
America's



Andre Gravel,
Credential Services
Committee



Pat Yoder,
Registration
Services Mgr

Why wait?

priSM (R)

Outstanding but not standing out?



priSM will change that!



Thank You For Attending The Webcast!

Please take a moment to answer the quick survey after you exit the webcast. Your feedback is extremely valuable to us.

We'd Love To Hear From You!

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