Th<mark>ought</mark> Rock

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

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

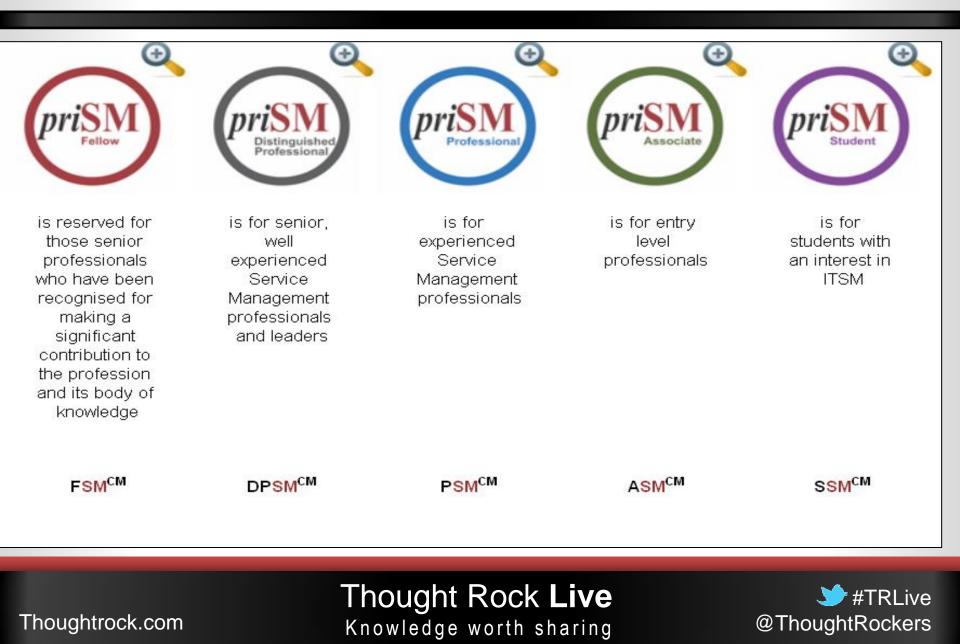
- •Five levels based on qualifications and experience
- •Requires annual Continuing Professional Development (CPD) commitments (similar to PMI, ISACA, etc)
- •Continually expanded and updated
- •NEW *REDUCED PRICING!*
- •NEW *itSMF Membership Not Required* (but does qualify you for discount)

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What is priSM?

priSM (R)



Who is it intended for?



	ITIL Exams from	the Accreditor	2010	2011	
	Foundation		208,469	224,613	
	Service Strategy		2,637	4,093	
	Employee:		2,647	4,496	
are you ju	st a number?	n	3,032	4,938	
ITSM	Employer:	e Improvement	2,811	2,811	
	iring the right	s & Agreements	3,842	3,363	
pe	erson?	& Validation	3,186	3,954	
	Planning, Protect	ction & Optimization	1,642	2,386	
	Operational Sup	port & Analysis	3,882	5,328	YOUR CAREER
	Managing Acros	ss the Llfecycle	1,751	3,271	
	Totals		274,507	277,431	

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Who is it intended for?

Audiences Include:

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



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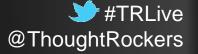


priSM (R)

What does the credential validate:

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

Thought Rock Live Knowledge worth sharing

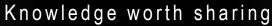


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Why be a credential holder?

- 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?

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- 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





- 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







- 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 <u>http://www.theprisminstitute.org</u>



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- 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 <u>http://www.theprisminstitute.org</u>

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– Devel

Networking

Greater placement and employment opportunities

Why use priSM?

- 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
 - Developing life-long learning in ITSM







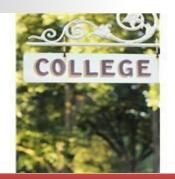
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- Education establishments gain from the following:
 - Assurance they are providing quality learning and development experiences
 - Actively engaging with employers and ITSM community to provide added-value to IT and Business students
 - Ability to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





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Where do I start?



- 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



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Employers-

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Understand the registry

Where do I start?

- 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



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The portal

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The portal

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



Meet the Board





Cathy A. Kirch, Chair of priSM Americas



Susan Schellhase, Professional Development Mgr



Alef Girma, Secretary of priSM America's



Steve Janssen Vice Chair



Andre Gravel, Credential Services Committee



Pat Yoder, Registration Services Mgr

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We'd Love To Hear From You!

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