



## Building ITIL Awareness Before Implementation

Presented by Thought Rock Co-Founder John Towsley and Thought Rock Senior Consultant Graham Furnis.

Is an ITIL awareness program really necessary? Why should organizations do it? What is the best way to go about it? At what stage should it be considered?

Not everyone in the organization needs to be ITIL certified, but everyone who has a role in IT should be aware of it. If you're looking to implement ITIL in your organization, this presentation is for you.

Key Learnings:

- Learn techniques for gaining management buy-in to ITIL
- Learn ways for generating ITIL awareness in your organization
- Hear ITIL awareness success stories



**John Towsley**  
Co-Founder  
Thought Rock

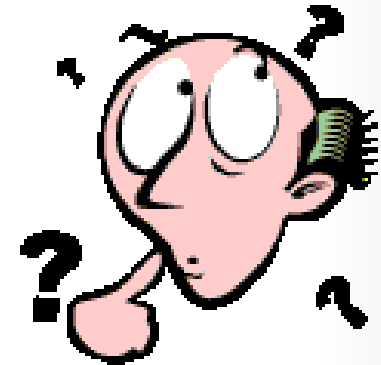


**Graham Furnis**  
Sr. Consultant  
Thought Rock

# Building ITIL Awareness Before Implementation

## What are We Talking About?

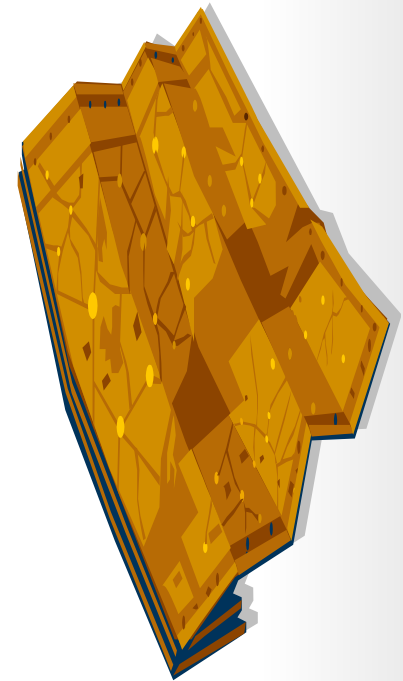
- What is ITIL awareness?
- Where does it fit during implementation?
- What are the ways to achieve awareness?
- When does it end?

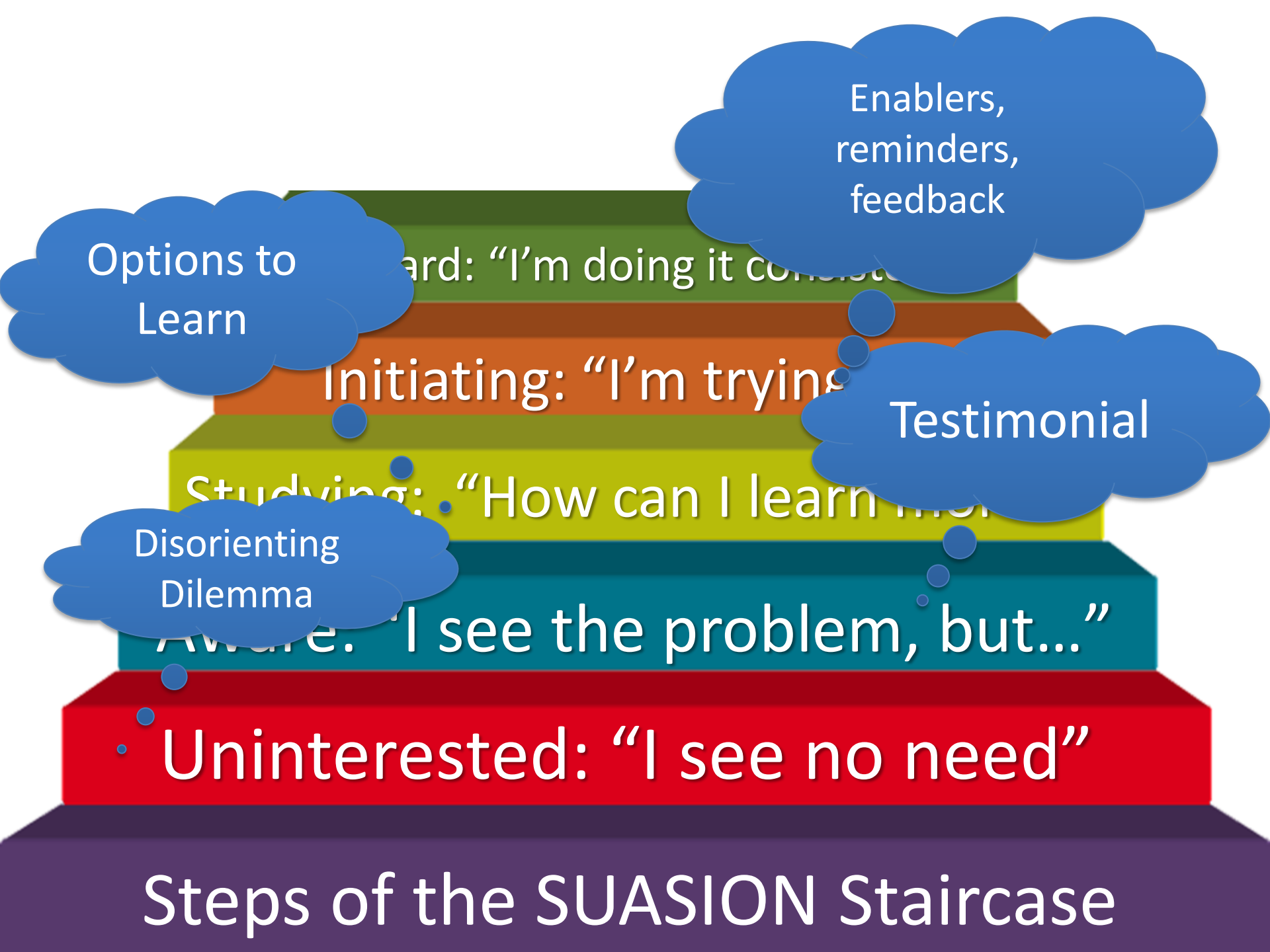


# Building ITIL Awareness Before Implementation

## ITIL Adoption Roadmap

- CSI Model
  - What is the vision?
  - Where are we now?
  - Gap analysis – what to improve?
  - How to improve?
  - Did we get there?
  - Keep the momentum going!





# Building ITIL Awareness Before Implementation

## Communication Planning

- SUASION Reminder from Jill Donahue...
  - Uninterested, Aware, Studying, Initiating, On Board
- The ABCs...
  - Attitude, Behaviour, Culture



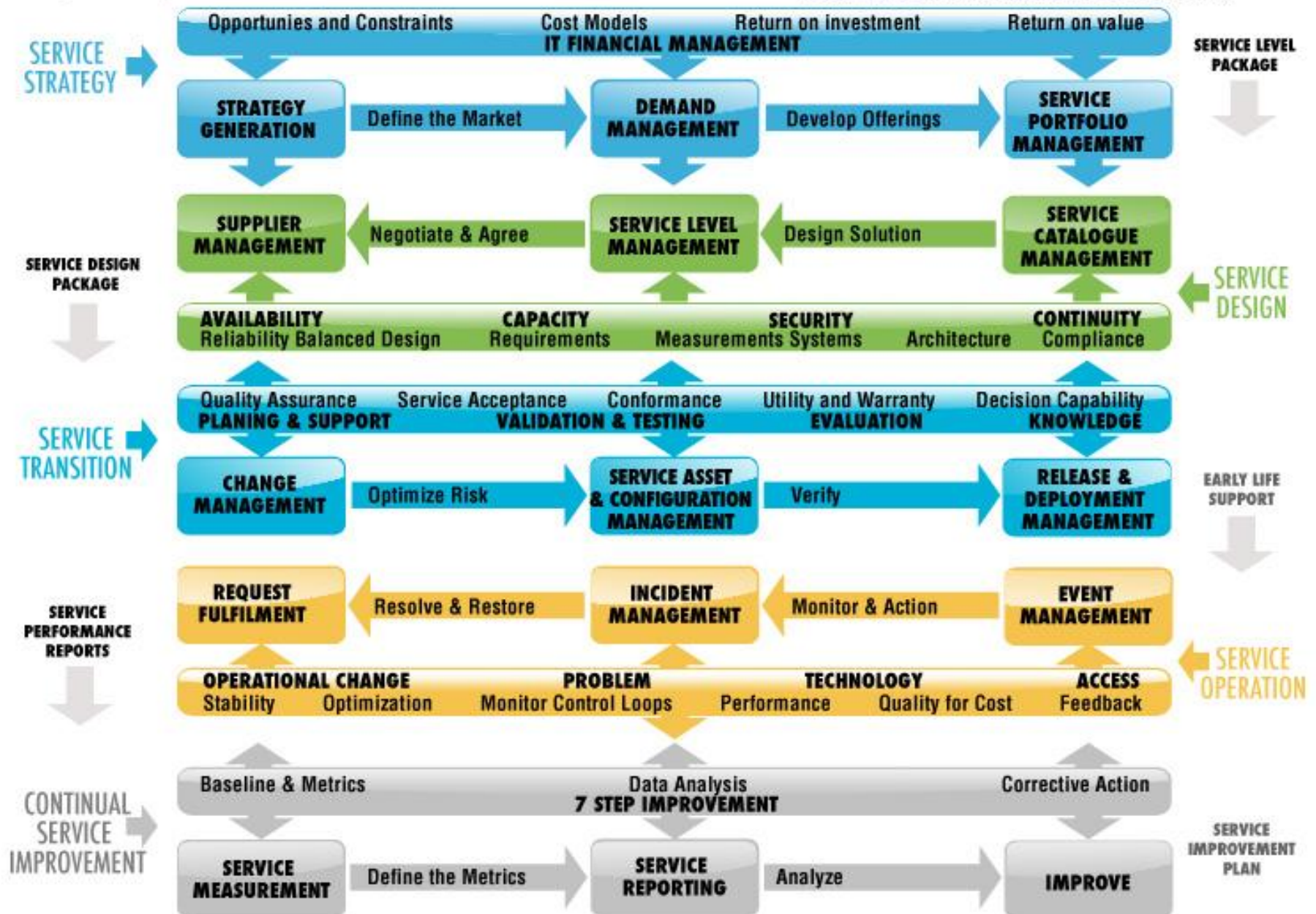
# Service Lifecycle



# Service Lifecycle

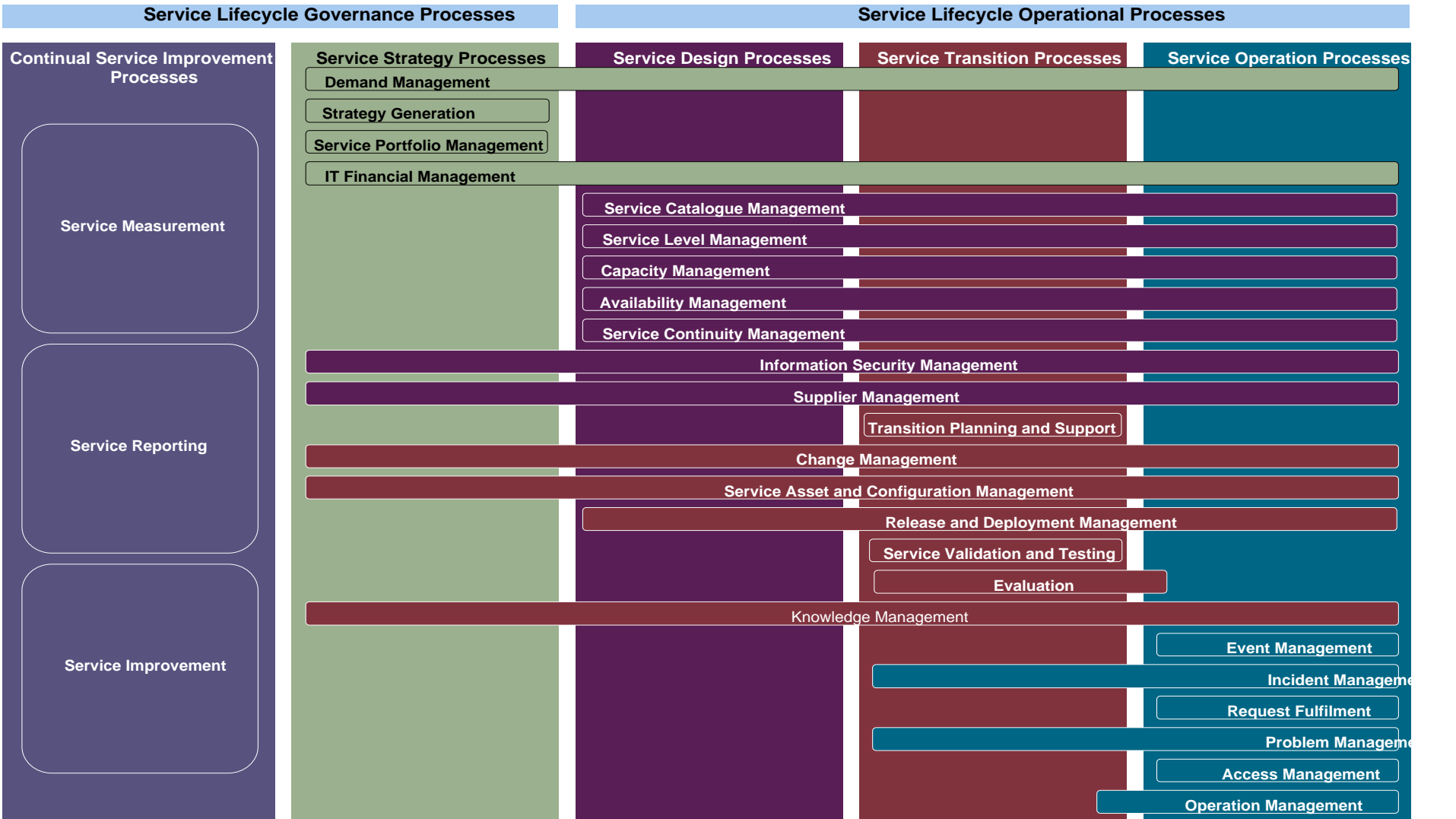








# ITIL Elements Chart



# Group Exercise

Identify a recent set of Incidents in your environment that were connected to a common problem where:

- The problem required a Change to restore service
- The initial change failed
- The problem was eventually resolved

Document in point form and / or a flow chart

Be prepared to present to the group and discuss

# Process Priorities

Pick Top 1 to 5 in Order

	Change
	Asset & Configuration
	Service Desk Incident, Event, Access, Request
	Problem
	Knowledge Mgmt
	Release & Deploy

	Availability
	Capacity
	Continuity
	Finance
	Service Level
	Service Portfolio / Cat.

# Process Maturity

<b>1</b> <b>Ad hoc</b>	The process has been recognized but there is little or no process management and it is allocated no importance, resources or focus within the organization. This level can also be described as "ad hoc" or occasionally even "chaotic".
<b>2</b> <b>Repeatable</b>	The process has been recognized and is allocated little importance, resource or focus within the organization. Generally activities related to the process are uncoordinated, irregular, without direction and are directed towards process effectiveness.
<b>3</b> <b>Defined</b>	The process has been recognized and is documented but there is no formal agreement, acceptance and recognition of its role within the IT organization as a whole. However, the process has a process owner, formal objectives and targets with allocated resources and is focused on the efficiency as well as the effectiveness of the process. Reports and results are stored for future reference.
<b>4</b> <b>Managed</b>	The process has now been fully recognized and accepted throughout IT. It is service focused and has objectives and targets that are based on business objectives and goals. The process is fully defined, managed, and has become proactive with documented, established interfaces and dependencies with other IT processes.
<b>5</b> <b>Optimizing</b>	The process has now been fully recognized and has strategic objectives and goals aligned with the overall strategic business and IT goals. These have now become 'institutionalized' as part of the every day activity for everyone involved with the process. A self contained continuous process of improvement is established as a part of the process, which is now developing a pre emptive capability

# Current Process Maturity

	Change
	Knowledge
	Incident / Service Desk
	Problem
	Release

	Availability
	Service Port / Cat

# Targets

## Service Support

Process	Year 12	Year 13	Year 14	Year 15
Change				
Problem				
SD /Incident				
Service Port / Cat				
Knowledge				



# Open Dialogue. Candid Conversation



***“Initiation of an ITIL Adoption”***

# Open Dialogue. Candid Conversation



***“Maintaining an ITIL Adoption”***

# Audience Question

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“During ITIL implementation, how have you successfully informed the END contributing departments of what is in it for them?”

# Questions? Comments?



# Next Week On Thought Rock Live

## Making ITIL Implementation Relevant With Real Life Examples

Full ITIL implementation doesn't happen overnight, in 6 months, or even a year. Implementing ITIL requires full change in behaviour and process, and both of these take time and planning before and during.

Join John Towsley, Co-Founder of Thought Rock as he discusses real life examples of clients he's worked with implementing ITIL. Gain perspective on the strategy involved in pre-implementation and walk away with approaches for implementing a best practice project.

### Key Learnings:

- Common pitfalls in ITIL implementation
- Plans for team members and executives
- Expectation setting



**John Towsley**

Co-Founder  
Thought Rock



**Thank You For Attending The Webcast!**

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**We'd Love To Hear From You!**

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