

THE **BREAKTHROUGH** SERIES

from
**Thought
Rock**

Thought Rock Live Presentation



John Towsley
Co-Founder
Thought Rock

Training Your Team on ITIL

Join John Towsley, co-founder of Thought Rock for a discussion of the ins and outs of ITIL Training. Learn what works and what doesn't when it comes to getting your team trained on ITIL.

This session explores important criteria you should be looking for in the IT Service Management information your organization captures, and how this information can be effectively managed and maintained to deliver value.

Key Areas Covered:

- Cost justification strategies
- Working with your HR Training and Development team
- Certification - Pros and Cons
- Training vs Learning, what are your options?
- Formal vs Informal Learning

Training Your Team on ITIL

What works - what doesn't

- Certification - Pros and Cons
- Training vs Learning, what are your options?
- Formal vs Informal Learning
- Working with your HR Training & Development team
- Cost justification strategies

Training Your Team on ITIL

What works - What doesn't

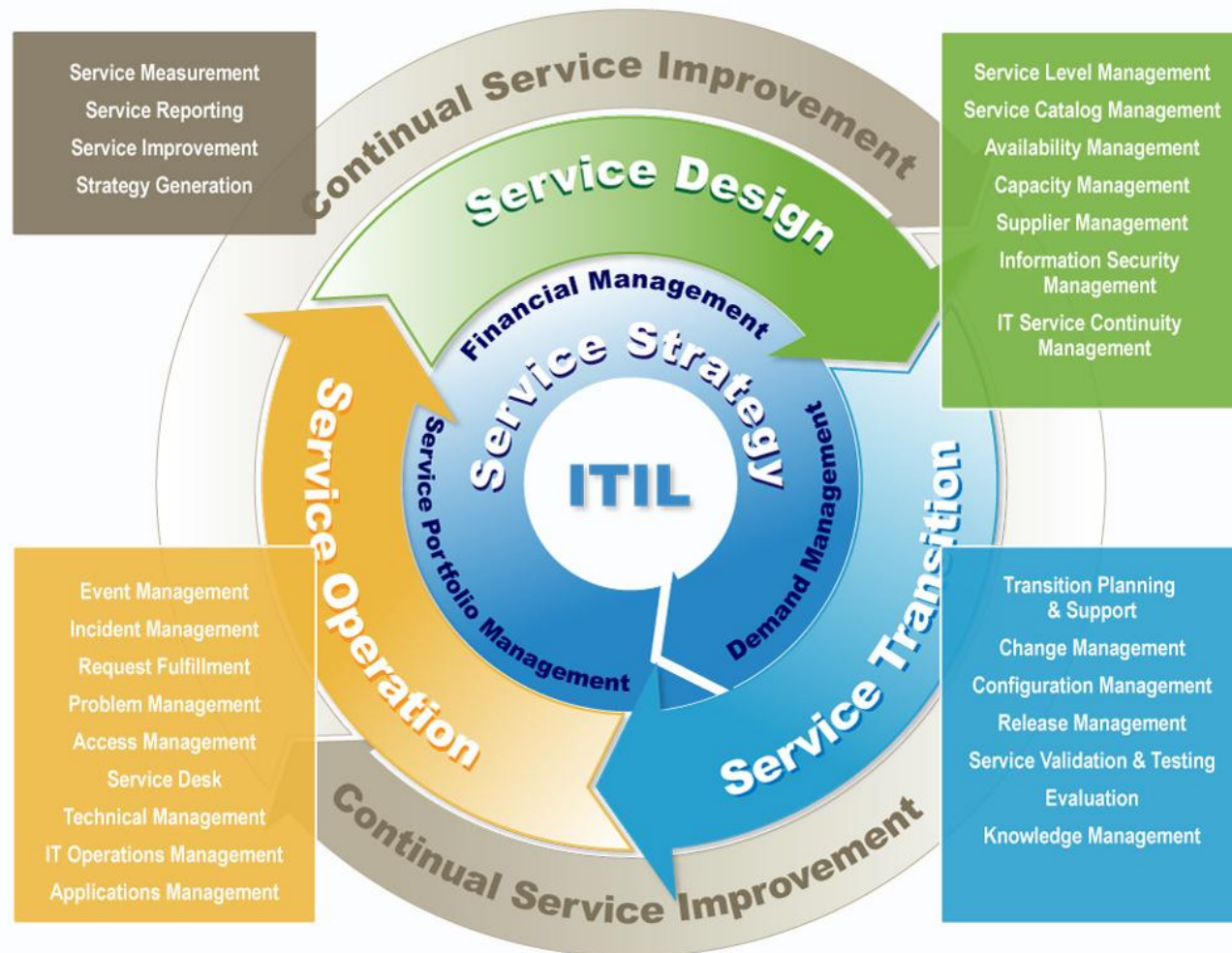
- Understand ITIL
- How to simply explain ITIL
- Learn what it would take to start toward ITIL awareness
- Strategies for ITSM training
- More details regarding ITIL certification
- Information on training for ITIL and information about ITIL certification.
- Different approach to the culture change aspect of ITIL
- Key points of focus in ITIL training
- What are factors in weighing whether or not to look externally for training internal staff.
- Training my team on ITIL
- Pros and Cons of Certification
- How to train a large team without breaking the bank
- Alternate view on ITIL training
- Methods

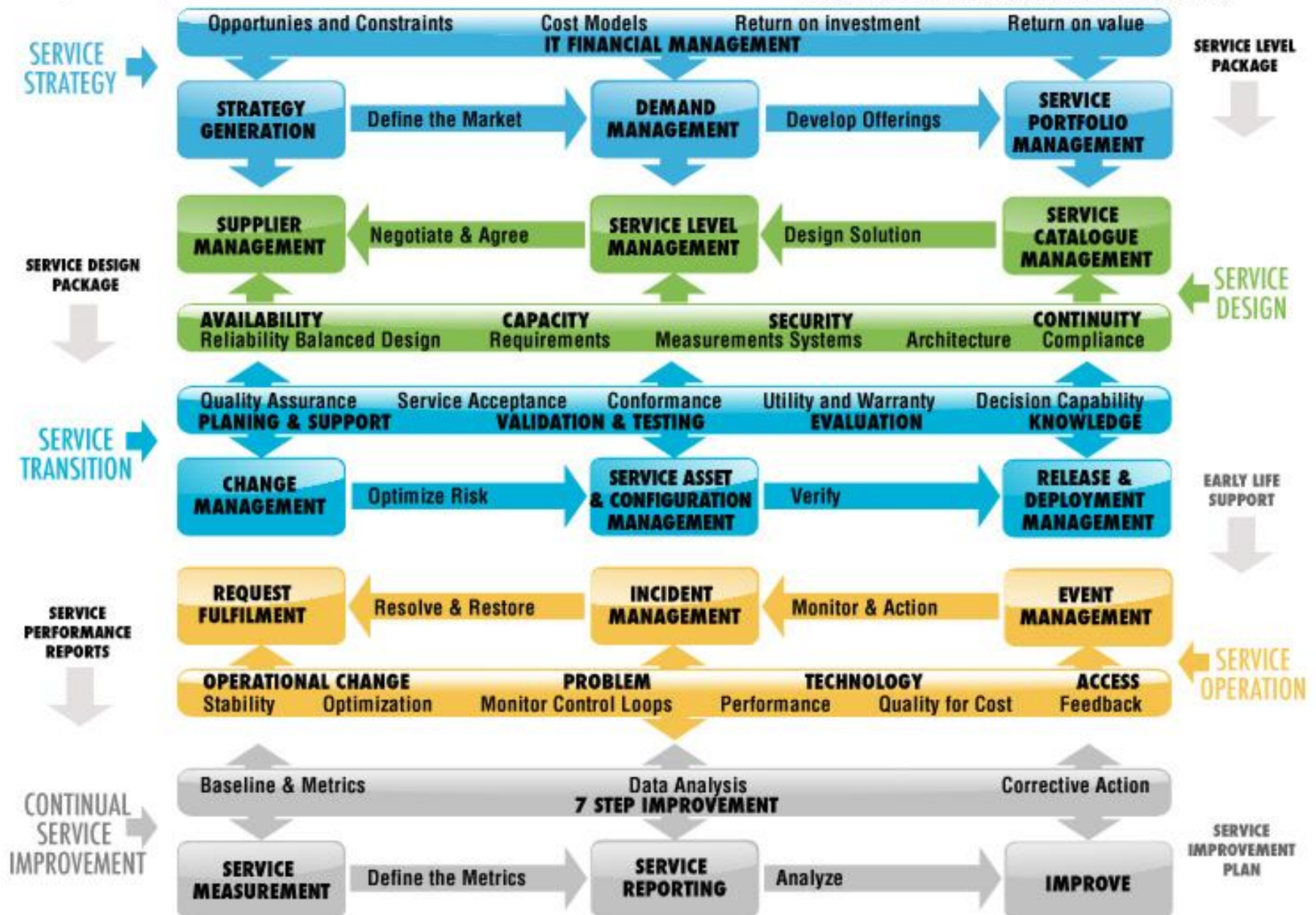
HOPE !

Service Lifecycle



Service Lifecycle





ITIL Certification Program



© APM Group-The Accreditor Limited 2011



Value of Certification?

“Reliable predictor of performance”

? If we certify a single employee in ITIL will they perform better?

? If we certify our whole team will we all perform better?

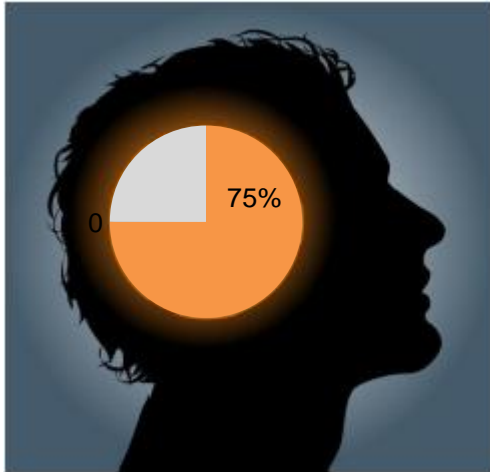
? What if we train people and they leave?

? What if we don't and they stay?



The Truth About Knowledge Retention

What percentage of the knowledge you need to do your job is stored in your mind?*



1986



1996



2006

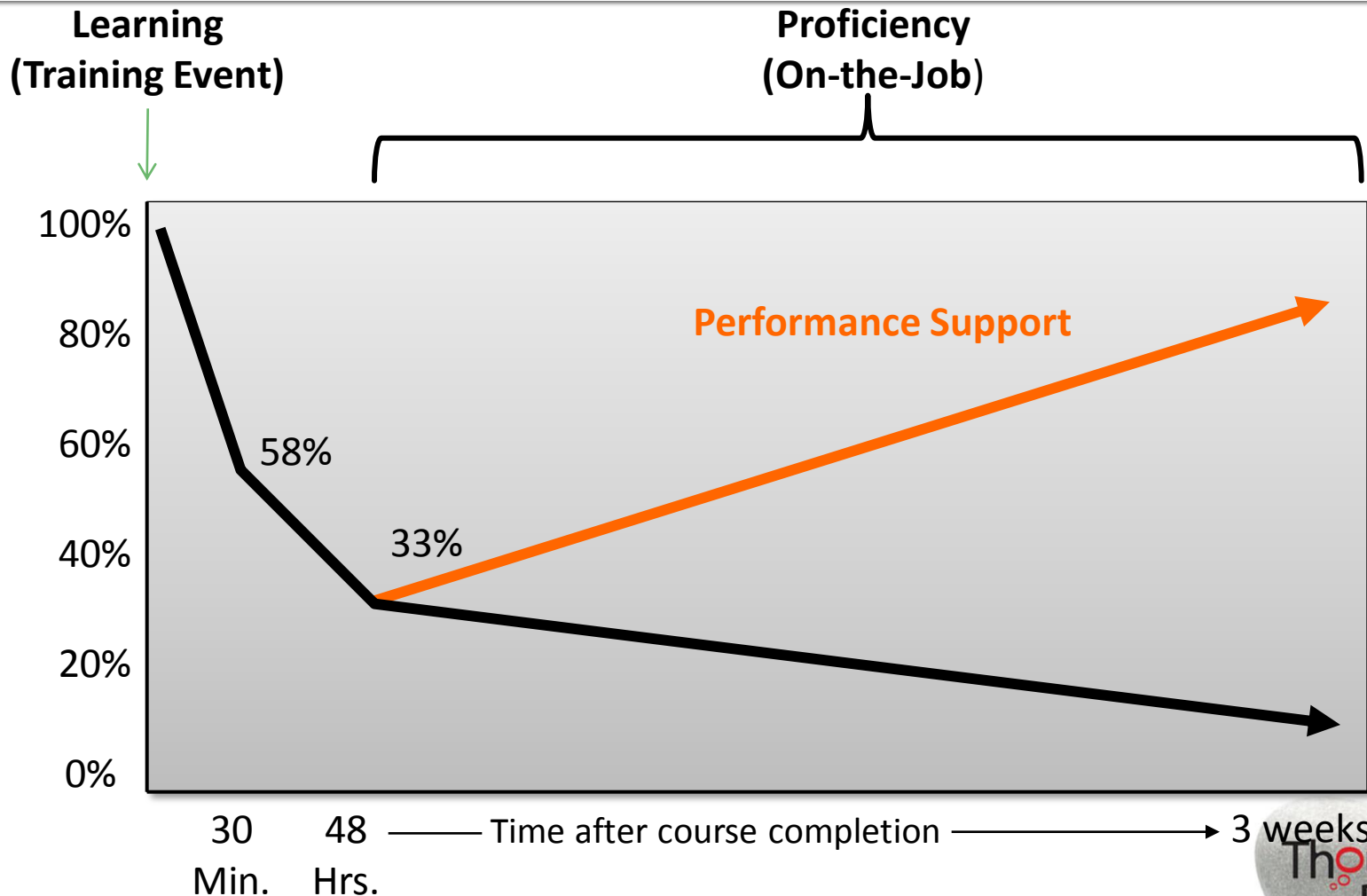
“It is usually a better strategy not to learn... – and simply search and find the correct information when you need it.

- Charles Jennings, CLO Reuters



*Robert Kelley, Carnegie-Mellon University 20 Year Longitudinal Study of Knowledge Workers

The Truth About Knowledge Retention



Source: Research Institute of America



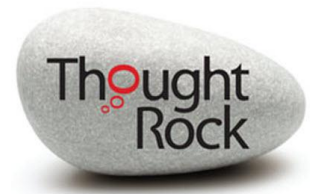
FORMAL VS. INFORMAL

Formal Learning

- Curriculum set by someone else
- Typically an event, tied to a schedule
- Completion is recognized with a symbol – certificate or check mark in the LMS
- “pushed” to learners

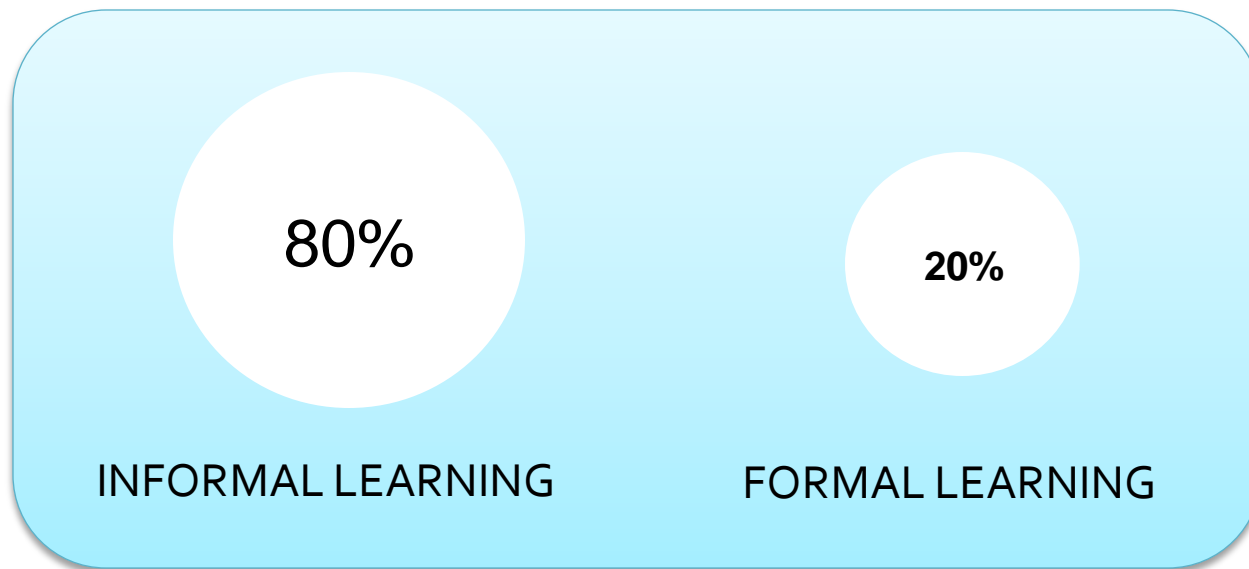
Informal Learning

- Informal learners usually set their own learning objectives
- Learn when they feel a need to know
- Proof of learning is in ability to do something that could not be done before
- Is often a mix of small chunks of observing how others do things, asking questions, trial and error, sharing stories with others and casual conversation
- “pulled” by learners



INFORMAL LEARNING

- Can take place:
 - *intentionally* (Pulling info on demand or asking colleagues)
 - *accidentally* (find out in conversation or as a by-product of another activity)
- 80% of what we learn is through informal learning



Start with ITIL Awareness



Executive
Briefing



Train some Evangelists Foundations



Classroom



Self Study / e Learning

HR Training and Development



Expand the Training



Classroom - Practitioners



Self Study / e Learning

HR Training and Development



Build Communities of Practice



HR Training and Development



Sample Cases

Do you have any?

Municipal Government

eLearning – ITIL Awareness

½ Day group sessions with exercises

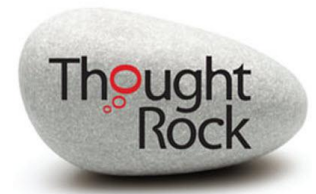
Management awareness and gap analysis exercises

Practitioner training for key individuals

Mentoring / Consulting for teams

Summing it UP

- Start with Awareness
- Leverage eLearning and Self Study
- Certify Key People – Incent and motivate them
- Focus on targeted knowledge transfer to change behaviours
- Leverage Social Media to build Communities of Practice



THE **BREAKTHROUGH** SERIES

from
Thought
Rock

Join Us For Lunch Every Tuesday At 12PM!

Phone: 1.877.581.3942

Email: Info@ThoughtRock.net

Twitter: [@ThoughtRockers](https://twitter.com/ThoughtRockers)



ThoughtRock.net