

The Bucket of ESM IceCream Episode.

Mild geek intro: AI-enhanced Deep Fakes are going viral.

check out [Myheritage.com](https://www.myheritage.com) deep nostalgia

Onto the real content...

BR: we've been talking on LinkedIn a lot. Good discussions. Does ESM need a name?

Digital transformation is a Catalyst, ESM is a Destination.

But people still get tangled over what is meant by different terms.

Terminology is confusing people and is not yet clear. Still not there yet but heading in the right direction.

BR: ESM 'core'. What are the universal core practices in ITSM that can be transferred beyond IT?

IA: 'Portable' is a good way to describe these. They can be taken anywhere. They are simple things.

Start with SELF SERVICE - very important that other business functions have their own website presences to look up and request and get help.

Then INCIDENT, and REQUEST - but don't use those terms since they are IT only really. Need Help, Need to Get.

Then Information. KNOWLEDGE.

Underpinning that is workflow.

And that is the core construct of portable ESM.

BR: it's also about Curation. Some form of inventory-list. The estate, the buildings, the documents, the policies, the products that the business sells. Legal contracts or org policies. Think about customer service and customer configuration.

You need all these to provide a better service.

IA: Yes, it's the THINGS.

BR: yes, organisation and structure and products and artefacts.

And of course, managing Change around that becomes another aspect.

But then, yes, workflow, change, upgrade.

Then next comes the CLOCK and ability to track time spent and SLAs and how well or how badly it is being delivered.

IA: I'd be careful about the Time focus too fast since that introduces 'we are here to measure your performance' which can be a threat and negative.

BR: yes... the next bit is GOVERNANCE and that reacts to managing consistently and prove we are doing it right. And if it's not happening, we can do something about it.

And finally, OUTPUTS and OUTCOMES - Demand to Value, and then SLAs and XLAs and Business requirements.

And that's why GOVERNANCE is IMPORTANT.

Doing Stuff, Supporting Stuff, Identifying that we have Achieved Stuff, and being able to take action on that Stuff if we have not achieved Stuff.

IA: Does this take us to the C Level to provide a common method to measure all parts of a business? A levelling up of operational efficiency?

BR: Yes, I think it is heading that way. XLAs are heading that way. Avoid Agreements, just produce information and take action.

Look at Gaming Works 'Mars Lander' - based on prioritising a high level shared view of outcome and impact.

Definitely, ESM is about Corporate Governance.

IA: that links to a future conversation about OKRs, Business-wide, not IT-started,

BR: We're all crawling towards the same big bowl of icecream (?!). There is convergence starting. Definitely towards corporate governance and joined-up strategy.

IA: and we've managed to name the episode - the IceCream episode.

BR: to wrap, we started with Core ESM and led to Corporate Governance. There's more to this than getting a few depts joined together. Are we right? What are you seeing?

And next time...?

IA: Either go tech, but quite excited about OKRs/metrics side as relevant and I see that IT is also missing a trick on this topic. But I may be wrong.

BR: and I'll be telling you if you are wrong of course.

END

Ian Did A Picture:-

Core ESM - is it this?