

Digital Podcast Show Notes

Episode 9 with guest Erika Flora

Hosts: Barclay Rae, Ian Aitchison,
Guest: Erika Flora, from Beyond20

BR: Intro

IA: Thinking this week about.... how ESM is about people working differently. And whether people have the capacity in their day to do that. Sometimes new initiatives fail because there's just too many extra clicks in a very busy day. Idle pondering. Meanwhile...

BR: Today's guest - here's Erika Flora! Tell us about yourself..

EF: I got into iT by accident. Master degree in microbiology, but did not like the job, so took a sales job (learned good skills) then became a project manager. Worked on people, process and technology and drove change across the organisation. Then got offered positions in IT and learnt about ITIL while trying to make a big organisation less chaotic. Started in ITIL from there.

BR: And now you are coauthor of the ITIL Digital & IT Strategy book!

EF: Yes, one foot in business, one in IT.

BR: Tell us about Beyond20?

EF: Cofounder of Beyond20 - mission to change worklife for the better through People, Process and Technology. We help people make these transformational changes.

IA: is change easier in a smaller company?

EF: Hmm... maybe, maybe not. Still needs leadership to sign off in all cases. Change isn't easy, no matter if you are small or you are large. And it is not quickly in all cases.

Main Section

IA: **Does Digital Transformation need ESM ?** Does ESM connect Digital to IT? Is that right?

EF: Yeeesss. There are many different perceptions across this. Requires change in all parts of an organisation. Orgs that want to become Digital tend to be very Agile as well. It's all about How Do We Serve our Customers?

IA: **Have you encountered groups outside of IT looking for something like ESM?**

EF: Yes - I have worked with some non IT depts that were looking for a better impact on their customers, but didn't want IT involved. We used ESM concepts, but just didnt call it that. We also used Service Asset Config Mgmt concepts to manage non-IT business assets. Departments are blending together. In some cases even without IT.

IA: Good point. In some organisations IT has a bad reputation. Not always the best perceptions. They can still be the shadowy puppetmasters without using IT terminology.

EF: a great IT organisation can move an entire organisation forward but often IT does not step forward and have the conversation. However sometimes the perception of IT is not good. It;s the role of CIOs and Directors to communicate what IT does and what IT can do. They often don't and people think they are 'just the service desk'.

BR: I certainly have seen a new breed of CIO that are taking that direction. Also does ITIL4 help make IT more business-convergent. But is it too late? Has that ship sailed? How do we help IT organisations to bridge that gap? (**worlds longest string of questions**)...

EF: [tries to answer them all]... In ITIL3 it was good but wasn't updated in years and modern working came in and changed everything. The ship sailed. Now ITIL4 is changing that in every book. Operational Agility, Strategic Agility. Are we being disruptive. ITIL4 is doing that but we still have to change heart and mind.

IA: Agile working... we haven't talked about that before. **Is there a connection with ESM ticket queues and a backlog of agile tasks?**

EF: Absolutely. There's also a scientific method to How We Do Work. I was trained as an old style Project Manager but life isn't like that, and work isn't like that any more. Grown out of software development into resources and sales and marketing and writing blog articles...

BR: Tells a story about how - in a previous engagement - Data people and Scientific people were not working together and it is important to understand How We Work together.

IA: "Perfection is the Enemy of Execution" [who said that?]

BR: **Have you got any good tips for senior leaders that are podcast listeners?**

EF: They need to learn to lead from the front. They need to know that they themselves need to change. Self education in leaders is very important. All our leaders at Beyond20 go through training in the concepts we introduce. Without that, the change will fail. Requires an active role from leaders.

BR: Would you not take a job if you thought you could not succeed? **How do you approach projects where the leaders do not appear ready to make that change?**

EF: Leaders change. I had a boss that encouraged me to do cool things and it made many things possible. Even scientists might be nerds but they can affect change. So I have faith in all organisations. Then after you try, if it fails, well... that can happen. You can lead a horse to water but a pencil has to be lead.

BR: **What's the buzz for you when you are doing this? Motivation?**

EF: I want to change work life. Changing the language, giving them ideas, mapping out how they work, giving them time back. Automating manual processes to free up humans is high value work. Can I help change people or a team or an organisation. It's exciting.

IA: Such passion!

Key Lessons from Erika Flora

- 1 - People
- 2 - Lead from the top. Leaders need to change.
- 3 - Agile working is working beyond IT
- 4 - Even if it looks difficult, things change. Got for it.
- 5 - You are improving people's lives.

Erika's Top Drink Tip: Aperol Flip

Aperoll, lemon, eggwhite, champagne, orange peel.

<https://www.mastercook.com/app/recipe/WebRecipeDetails?recipeId=10608822>

Useful Links

Erika on Twitter : @erikaflora

Erika on LinkedIn: <https://www.linkedin.com/in/eflora/>

Beyond20: <https://www.beyond20.com/>

That Cocktail:

<https://www.mastercook.com/app/recipe/WebRecipeDetails?recipeId=10608822>

