Digital Podcast Show Notes

Episode 16 with guest Roman Jouravlev

**Hosts: Barclay Rae, Ian Aitchison,**

**Guest:** Roman Jouravlev

BR: Welcome. No change, Ian is here. **What’s new Ian?**

IA: This week’s idle banter is the same topic that keeps coming up. People don’t need to live close to their workplace as much any more. Knowledge workers don’t have to stay with their employer if they are not getting a great experience from their employer. Challenge for employers is to retain and attract talent.

BR: and now, to guests… today’s guest is Roam Jouravlev. Tell us about you.

RJ: Hello, yes I moved to London in 2016 to join Axelos for ITIL 4. Before that I worked in Russia, ITIL training partners, and IT management and business management. Also I was founder of iTSMf Russia back in 2002.

BR: What’s your take on the ITIL 4 project. Looking back, **has it been a good journey?**

RJ: It looked simple, but became more complex. Greatest professional experience of my life. When it comes to how ITIL 4 looks now, I like it. I am biased, but it is a good thing. We made good decisions (decoupling practices from the core books, we can manage them as if they are microservices). ITIL is designed for continual development and evolution.

BR: and now…

**Mainbit**

BR: Let’s start with ESM. **What’s your perspective on Service Management across an organisation?**

RJ: I hope we will not need to make a distinction to different types of service management in 3 to 5 years. We should treat it all as Service Management. This is a Service Economy time. The same applies to teams without organisations. In the future SM with just be SM.

IA: So you say Service Management is all parts of a business working together?

RJ: The key concepts of service management applies to any organization in any context. The next part is itil concepts. These are ITIL specific but universal. The only purely IT focussed part are Practices, and only there where the practice is specific to IT - such as software development, platform management. Other practices are universal. There are no borders there.

IA: So **are there practices for other departments?**

RJ: Yes and No. Some are, but those beyond Axelos/ITIL exist, but outside of ITIL.

BR: how about 3 to 5 year vision of service management? **What do we need to do to promote and sell Service Management?**

RJ: It’s a continuum. At one end it’s a vendor-promoted concept. Starts in IT and becomes Enterprise Ticket Management. At the other end of the continuum, it’s in the DNA of a business and goes to every function of the business and this is a bit idealistic. Most companies are somewhere in between, adopting service thinking and service economy mindset and adapting to be more service oriented.

And then, the question is not ‘is it lead by IT’ but ‘what is the role of IT’? Sometimes driven by executive team and IT is just one of the drivers. So, it’s a matter of good leadership, but also a part of digital transformation. This gives IT a huge advantage. The growing role of digital in a business.

BR: What would be the ideal route into an organisation for this message? Is this board level? IT might be the wrong place to start. **Where do you start?**

RJ: I was going to stay ‘start with money’, but no, consider the triple bottom line. Move from financial to also social and environmental. All are components of triple bottom line and all can benefit from adopting the service economy. It’s about working together rather than building a perfect production line. This resonates with covid changes - sustainable and social and fair to employees.

IA: and ‘bad’ companies will fail.

IA: Triple bottom line, Movement. Enterprise Ticket Management, Idealism, Leadership.. This is a great bundle of good words.

BR: yes, thanks Ian…. now, back to Roman.

RJ: every organisation is a service provider and every organisation is a service consumer. The better we can co-relate, the more value we can co-create.

BR: So, rather than a focus on one area, **we should be learning interdependence and a broad view, correct?**

RJ: absolutely

BR: so ITIL needs to talk to a wider cohort or people. **Are we on the track for this?**

RJ: we are training to create content to enable this, let’s see where we are in 3 - 5 years. I hope we will get there.

**Endbit**

BR: Well that was great. Let’s see where we are in 3 - 5 years. Fascinating.

Roman’s recommended favourite drink:

**Tea. Strong black tea, no milk, with Thyme.**

**Key Lessons from Roman Jouravlev**

1 - the question is not ‘is it being led by IT’ but ‘what is the role of IT’?

2 - consider the triple bottom line.

3 - Every organisation is a service provider and every organisation is a service consumer.

4 - The better we can co-relate, the more value we can co-create.

**Useful Links**

Roman on Twitter: (not used since 2017 so he’s not a twitter dude)

Roman on linked in: <https://www.linkedin.com/in/jourro/>