Digital Podcast Show Notes

Episode 25 with guest Charles Araujo

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

**Guest:** Charles Araujo

**Greetings section**, Ian and Barclay chat about…

Ian is thinking about: Work from home…. Is there a situation where home-workers will suffer in their career, whereas those that get face to face get a career advantage?

Let’s meet our guest..

CA: I was IT Ops, then IT transformation projects, then wrote his first book ‘The Quantum Age of IT’. Got invited to present about this. Started to look at wider Digital Business Transformation. Underpinned by history in ITSM but focussing on business changing Digital Experiences and differentiating experiences.

**<mainbit> (very shortened and summarised)**

BR: Is IT growing up? Does IT improving support the message in your first book?

CA: The message was ‘this is about to be a fundamental change and you need to get on board’. And I think IT was ahead of this. Maybe there wont be CMO and CFO. there will be CMTO and CFTO (T=Technology). I think we are at the beginning of that, It;s the beginning.

iA: We’re not there yet are we?

CA: Yes, it’s a series of waves. More to come. The way work gets done is changing.

IA: Is there a relationship with rollout of SM into ESM as being part of this big transformation.

CA: The nature of value creation is the creation of differentiating experiences. That starts with the Employee Experience. ESM is about articulating, automation and executing a service experience.

However most approach ESM as a way to drive efficiency which is wrong. It should be about driving better experiences. And outcomes. Is that product centricity?

CA: Yes, but be careful not to swap one dogma for another.

BR: ITIL4 made deliberate effort to include Product Management.

Next, do you see an industry growing around this activity outside of IT?

CA: I used to say IT industry needed to change or die. Tech today is infinitely more complicated than it used to be. But, we are in the age of the democratisation of technology. The days of IT as sole provider of tech are gone. We are seeing evolution and the low code platform is taking over. This pushes into the citizen developer. But the plumbing and the infrastructure remains. IT does become a retail organisation, not the executor.

BR: Some businesses recently have appeared that are disrupting and not executors (airbnb, uber etc). Will that happen to the IT industry?

CA: In the future I don’t need coders and I don't need a data center of course. It makes no sense to own your own infrastructure. So you are joining to design your org tech stack to be able to be used by many people and not require techies to keep it running. Also it is hard to find and attract deep techs these days. It’s slow changing because of the legacy tech and that takes time to go.

IA: Identify architects. So others can be productive and build their own. That gives them a great experience. And if your architects have a bad experience, you will struggle to attract and retain them.

BR: will we see different types of IT companies?

CA: We are already seeing it. Some software companies are actually managed-services companies.

BR: like car companies that make their money from Hire Purchase, financing and insurance.

IA: something pithy about Outcomes and Experiences

**Endbit**

Charles drink of choice… **An Old Fashioned. (Or, a Aperol Spritz)**

**Key Lessons from Charles**

1 - Big business change is underway and there is more to come

2 - IT is leading the way

3 -This is the age of the democratisation of technology

**Useful Links**

Charles on Twitter: <https://twitter.com/charlesaraujo>

Charles on Linked In: <https://www.linkedin.com/in/charlesaraujo/>

The Institute for Digital Transformation : <https://www.institutefordigitaltransformation.org/>

**Bar Bio**

Charlies loves a bit of transformation. Particularly any Digital or Business Transformation. He likes to write about it and talk about it. He’s a best selling author, and a keynote speaker, And he’s got an Institute too. He’s also a very sharp dresser, always looking immaculate. So you won’t be surprised to hear that he loves a glass of fine wine, but for the podcast bar he recommends a cocktail. I don’t know if he is inclined to any personal transformation himself after drinking all that wine and many cocktails, but I doubt it.