Digital Podcast Show Notes

Episode 26 with guest Shane Carlson

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

**Guest:** Shane Carlson

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

Today’s trivia: how work is impacting remote working. UK stats report labour shortages, but many not working don’t want a job. Leads to universal basic income and automation and future.

Let’s meet our guest. Who are you?

SC: I’m Director Enterprise Architecture at ServiceNow. Started as a prison guard (!). Then global service desk at intuit, very early ITIL adoption, recruited to run service delivery in a few places, then consulting, then eventually ITSM tool vendor and now ServiceNow.

Big discussion about prison and society and employment and choices.

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

BR: What’s your view of Enterprise Service Management?

SC: Definitely a thing, services delivered to people with need. This is all across all organizations. Employee, partner and customer experience is all part of service management. ESM is a series of waypoints on a journey.

It starts with a need for consistency in serving a need, Currently the journey to get what you need can be painful, and disrupts productivity. Time to meet a need is productivity loss for a company and the bottom line.

IA: Why did this come from IT?

SC: Because IT is a focal point for enablement. Taking requests, have a tool to track work. Opportunistic. On the other side, in manufacturing we are seeing Global Business Services which is a pull form outside of IT.

BR: Why not happened sooner?

SC: we all speak different languages. Case, Problem, Request, different tribal languages. The tech has existed, but targeted to different buying centers. This leads to fragmentation and religious wars about secret rituals.

Comes down to the need to make the experience consistent. Finally talking together to address that.

BR: How do we scale this into large organisations?

SC: It tends to vary, how this get championed. It is hard to speak with credibility outside of IT. Got to be a trusted source of transformation. See more success where this starts outside of IT. Where HR are focussing on the Moments that Matter. Also comes from digital transformation projects. So it should be someone making business decisions about transforming employee experience. There must be a desire to change and transform.

IA: You talk about Experience a lot.

SC: Yes, we should maybe talk more about ‘Experience Architecture and Architects’, Looking at journeys and ensuring a consistent experience. All expectations consistent for everyone.

Also, GBS… is high maturity ESM, consolidating delivery centers into the same place, same tooling, same training, different skills. But also seeing more combining skills. 1stline agents become generalists across all these areas.

IA: Just like Shared Services older model?

SC: Yes, same idea.

BR: I see more Enterprise Architects that are business people. I know one customer that built their own system, because their needs were across the whole busines from the start.

SC: The role of EAs today is different today. An EA is no longer focussed on tech roadmaps. Has changed to be 80% business focussed, only 20% tech focussed. EA asks how can we enable business outcomes? That often leads to ESM and GBS.

Also Experience is an overriding factor in a lot of this. Experiences are being transformed Talking to a customer that is transforming business model from Product and Services into an Experience provider. Ties well into ESM.

IA: It’s not about What it Does, it’s the Effect of What it Does that matters.

SC: network effect of focussing on experience is tremendous. Just starting to understand. Companies who invested in experience have seen exponential growth see loyalty with customers and employees. [Car analogy about good car experience and brand loyalty].

BR: What should organisations do to embrace the experience economy?

SC: start internally and focus on employee experience first. Usually with HR and IT together.

First impressions count. Fix the easy everyday things first.

**Useful Links**

Shane on Twitter: https://twitter.com/itsmpundit

Shane on Linked In: https://www.linkedin.com/in/gettingitdoneright/

Drink: A well aged bourbon.

**Bar Bio**

Shane used to be a prison guard. Now he is a Leader, Advisor and enterprise architect at ServiceNow. Also he is a driver... of Digital Enablement. He understands the importance of a good experiences, whether for employees or customers. And his favourite experience of all is probably chugging a few well aged bourbons. Don’t ask for a JD and coke though. That would get you sent to bourbon jail.