Digital Podcast Show Notes

Episode 32 with guest Nathan McDonald

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

**Greetings section**,

Blah blah blah… today’s trivia was about a tiny prehistoric ancestor of humans which had a huge mouth and no anus.

Moving on, today’s guest is Nathan McDonald. Nathan is director and Service Management lead at Deloitte, also on board of directors at ITSMf UK. We chatted a bit about virtual conferences.

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

BR: Are you seeing appetite for service management beyond IT?

MN: It’s gaining traction. Outcomes focus resonates across different types of service or department. There is always an ultimate end customer and value. SM has always been about understanding the outcome you are trying to achieve.

SM in IT is still synonymous with Operations. Now people are starting to better understand the outcome/value direction. That is better in customer facing parts of the business, but resonating in other areas. Shared Services has been around as a concept 20 years ago, and internal departs like HR and finance have continued that without IT in some cases.

IA: Is there a new style of service management?

NM: I would like to see more from IT about ‘coaching’, where SM pros are providing business coaching, less about Incident Management.

IA: I like the coaching overlay idea, that would go beyond IT, right?

NM: Yes that’s where I first came across ESM - I was coaching people outside of IT on concepts and terms from IT that they could benefit from. Talking about the concepts rather than the terms makes a difference. You have better quality conversations about service-based delivery. Amazon, Apple, Google experiences in our home lives have affected everyone’s expectation of service. This is only going to get more relevant over time.

BR: Is the demand and the delivery different? These are changing into something else?

NM : Not massively, but the direction of travel is different. Thinking about ‘how we are more agile’ It’s not longer about the business of technology and bringing the business and technology closer together. People are now much more tech savvy, and understand the technology much more. That boundary is much less evident.

BR: The challenge is in confidence to move beyond IT and not communicate in IT terms.

IA: Has there maybe been a shift, where IT was once delivering better technology, the focus now is on ‘how you can work with this’?

NM: It’s about maturity. Keeping the lights on is still important, but there is more understanding of what people need to do to be more effective at work. They need sandboxes and guardrails, but that level of flexibility is possible now. Sometimes you cannot be both prescriptive and innovative.

Control is an interesting word. Some people don’t like losing control, and sometimes you have to show you have controls in place to remain safe. You need to show you are meeting regulatory requirements.

BR: In a few years time, what will we have? Will we have IT? How do we get to the next level of adoption. Who can you target to sell that bigger picture? Key things to get to the next level?

NM: ITIL4 can help with ESM. Stop letting software vendors talk about ESM. That creates an air of cynicism. The answer is not software, the answer is always people and culture.

BR: I’d like to think there’s more understanding, and the cycle of tool replacement was calming down. Should we be just looking at pumping in more stuff? What would need to happen to make that work?

NM: There are lots of people with opinions and a desire to share and change things. But it is not possible to get all the people together from Agile Manifesto, and SIAM and Verism etc etc. There are different motivations. The best we can do is to help people navigate through what is out there.

BR: There should be more ‘just get on and work together’. More people now get it and are working together better. But what words should we use to make SM more appealing ?

NM: Customer experience is more important now, the experience of the user is more important.

IA: Experience is important and comes up a lot. I think there is a need for a new reference body of work that strips away the IT baggage is is appealing to every department.

**Nathan’s Recommended Drink**

Champagne, a Veuve Clicquot

**Useful Links**

Nathan on LinkedIn: <https://www.linkedin.com/in/nathanmcdonald1701>

**Bar Bio**

Nathan is a director and service management expert at Deloitte. As well as that, he’s also on the ITSMf board of directors, he’s an agile practitioner and a DevOps enthusiast. So, clearly a busy guy. But never too busy to enjoy a glass of champers with his girlfriend, who appears to have expensive - but excellent - taste.