Digital Podcast Show Notes

Episode 34 with guest Ivor Macfarlane

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

Guest: Ivor MacFarlane

**Greetings section**,

Special live video podcast - We’re at the ITSMf conference today. Ian and Barclay say ‘Hi’, chat with some trivia: today’s trivia is ‘why are cats terrified of cucumbers?’.

Now to today’s guest, here’s Ivor.

BR: What have we achieved in 30 years?

IM: ITSM has peaked. In the past it was about selling a new concept, back in the 90s ‘why you need a help desk’, and now you don’t need to convince people. Service Management is ingrained in everyone’s life and normalized.

IA: Like the hype cycle, ITSM has reached the plateau.

BR: Yes, service management and service desks are industry standard and established. What else could we have done?

IM: People took it all too seriously. People looking for an absolute answer in best practice guidelines. Also ‘trust yourself more’ - ITIL is something where you have to think more.

BR: How has the industry grown? Did you expect that growth?

IA: Big industry around this has been there a long time, more visible now, and more money spent, but it always needed an industry making money around it.

BR: looking ahead, was there always a plan to go beyond IT?

IM: When we started with service management, it was not about IT for me, I always said this was more than IT, just taking those wider ideas and applying into IT. You now cannot do HR and finance etc without IT. And you have to accept that IT speeds things up. And you need service management to manage that speed, and so you need service management across other departments to manage that.

IA: If you emphasise IT too much, is that a problem?

IM: the IT part is not important in the message. Most of what we do involves people and selling ideas to people, and sometimes you have to say ‘IT made mistakes and learnt good things’. IT can be less pushy and do that.

IT needs to be seen as one player in a team. IT should not think of themselves as the only player in town.

BR: what would you like to see changing in the future?

IM: SM becomes the way we do things. Same as Agile, it’s the way we’ve been doing things for a long time.

BR: We should recognise the value of what has been done. How can we help promote value?

IM: The best racing cars rely on the racing team and the engineers and maintenance people. Senior management need to show that they value the people.

IA: And hopefully recent pandemic/WFH events have really shown that value well.

**Ivor’s Recommended Drink**

A nice Aletejo portuguese red wine!

**Useful Links**

Ivor LinkedIn: https://www.linkedin.com/in/ivor-macfarlane-53ab832/

Ivor on Twitter: <https://twitter.com/ivormacf>

**Bar Bio**

Ivor is a industry pillar and an international treasure. Now gently enjoying a glass of fine red wine in the portuguese sunshine, Ivor has previously been the brains and guidance behind service management industry best practices for many years, and is proud holder of a lifetime achievement award. If it’s sage advice, good experience or opinions on best practice you are looking for, then, Ivor is your man.