Digital Podcast Show Notes

Episode 35 with Ryan Ogilvie!

**Hosts: Barclay Rae, Ian Aitchison**

**Guest: Ryan Ogilvie**

**Greetings section**

This week’s trivia : Apparently there is a zoom call that has now been going on, uninterrupted, for 18 months!

Today’s guest is Ryan Ogilivie, welcome Ryan.

RO: My background is engineering, and then I moved into IT Service Desk, and been there as a consultant providing contract services leading and improving many IT service desks in many industries.

**Main Section**

BR: How long are your contracts usually

RO: 6 -18 months.

BR: Do you see ESM much?

RO: Yes, often we see other departments reaching in to IT saying ‘can we use your tool’?. IT sometimes say ‘this is an IT tool, and they are not sure’.

IA: So you see this starting in - for example - HR?

RO: Yes, it;s because there is something visible which other depts can see and understand.

IA: Do you see changes in complexity when SM is taken outside of IT?

RO: Well, IT will try to bend other departments to the IT model which does not always fit. IT pushes for ‘incident, problem, change etc’. Better to be having conversations about ‘what are you trying to achieve?’

BR: What is the best way to discover what is needed?

RO: Keep things simple. People can overcomplicate things. Too many people with their hands in the pot. Focus on ‘what is the minimum viable thing that you want to do’. Ask the questions Why Why Why.

IA: Simplification is important.

RO: Remember, people have a job to do, and the ticketing system isn’t it. The tool is there to help them do their job, not to be their job. Sometimes the most basic tools are best (email even).

BR: How do we develop clear responsibility and ownership of these projects? IT people are often not business people….

RO: The challenges come with the convergence of IT and business purpose. If there is an Us and Them culture then it is difficult, and you need an intermediary in those case. There needs to be a business relationship manager. IT often don’t understand marketing and IT dont understand value.

BR: So, we’re missing content and narrative to help people understand the purpose and value of ESM ?

RO: IT struggles to understand that also. “We’re just following orders here”.

IA: So, for ESM to be successful it shouldn’t be led by IT. What have you seen orgs do there that works?

RO: It;s about having a charismatic leader that understands the bigger picture.

BR: And is IT still struggling to market themselves to the rest of the business?

RO: You say ‘IT often don’t understand marketing and IT dont understand value’. Is that true for IT projects also?

RO: Often people in IT projects are just focussed on the project, or on metrics without thinking about the bigger picture. For example, uptime, 5\*9 availability. That is not a value statement.

IA: But you feel the pain if you miss 5\*9 uptime, so you cant ignore it completely.

BR: Can we rely on additional tech and innovation opportunities (reach for the stars) or focus on the basics.

RO: Communication is key. Iif your org fosters good teamwork then it becomes easier to bridge gaps. Silos - of course - make things slower.

BR: I saw a case recently where there is an internal marketer for IT and uses twitter and other channels to communicate IT progress and success.

RO: When I am called in, people ask me to focus on fixing one area, but I try to teach them to fish.

BR: That’s a good message to finish on, And many good points about communication.

**Ryan’s Recommended Drink**

* A nice glenlivet whiskey, neat.

**Useful Links**

Twitter: <https://twitter.com/ryanrogilvie>

LinkedIn: <https://www.linkedin.com/in/ryanogilvie>

**Bar Bio**

Ryan is a Service Management Consultant at Blackfriar Consulting based in Calgary in Canada. But he also is owner of a tiny square patch of land somewhere in Scotland which we think might make him some form of remote internet Laird (although I suspect many native Scot Lairds might be keen to debate that). Keeping the scottish theme, Ryan loves to relax after a hard days consulting with a good neat Scotch whiskey,.