Digital Podcast Show Notes

Episode 41 with Greg Sanker!

**Hosts: Barclay Rae, Ian Aitchison**

**Guest: Greg Sanker**

**Greetings section**

This week’s trivia : Ian tells an interesting real world story about a job interview from a hospital bed.

Today’s guest is Greg Sanker. Tell us about yourself Greg. What do you do.

GS: Hello! I’ve been Service and IT Management for many years, one of the ITIL 4 authors, spent time as a CIO. Lots of transformation, lots of change.

**Main Section**

BR: So, Greg, lets talk about CIOs. Do CIOs see service management developing?

GS: CIOs that do what they are told will focus on cost reduction and service improvement. Now IT capabilities are business capabilities. So the CIO needs to demonstrate a willingness to sit at the table and to rally the IT organisation to take on new challenges. Both are important.

IA: Should a CIO be bringing innovation to a business?

GS: Yes, but also many business leaders see IT as a commodity so may push the CIO to just focus on keeping the lights on.

IA: So you need an environment that encourages innovation from the CIO?

GS: Yes – good CIOs must be able to cast a vision of business capabilities. There is a strong visionary and leadership and storytelling element.

BR: So who should be moving service Management out of IT?

GS: that is a paradox. Good visionary CIOs see themselves as business leaders first. And the CIO needs to be working, with others, on what does service management mean for the organisation. One of many.

BR: And that makes it hard for vendors who don’t have a point of contact beyond IT.

GS: Yes you see vendors talking to HR about ITSM is not going to work. You need a cultural organisation transformation.

BR: OK, let’s talk about Experience Management. Getting beyond transactional. Is it going too far though? Is user experience more important than business outcome? Should we consider experience management as a discipline?

GS: I don’t think that’s going too far. It’s very new. We don’t know what it looks like. What is Experience Management? Many organisations reach out to experience experts to get advice. Experience is much more than a checkbox that ‘you have the technology’. It goes way beyond that. It affects how we work. The relationship with DevOps and IT is an example you could see with HR and IT focussing on Experiences. Tech has ceased to be meeting a requirement and has become the way we achieve outcomes. What about burnout and people leaving the company.

IA: Interesting with HR and IT.. maybe the role of IT is to attract and retain talent. If the digital experience is bad, people wont stay.

GS: In state government we would hire people that would then be shocked by our old technology but they left because it was all too old school. Now the good experience has become a core tenet. The way you experience the tools becomes a part of the organisation itself.

BR: will ITIL 9 include Co-Creation of Experiences? Does product management focus on this also?

IA: Yes

GS: Yes, that is the point of product management. It is a monumental step forward. BRM didn’t take us there, but product management is heading in the right direction. At the end of the day, orgs exist to do something. Somehow it has to be able to measure progress towards that. Experience is about happy engage employees who help us achieve those goals. Its about achieving the mission.

IA: Analogy about a boat – experience management is the piece that makes sure that everyone has a comfortable seat and can do they job (pulling the oars) in a good way. And they shouldn’t need to put their hand up and tell people that it is not right.

GS: remember the Olympic athlete that won a gold medal on a broken ankle? Now we would ask, is that good or bad? Simone Biles recently said enough was enough and opted out of too much. She talked about her experience.

IA: Yes, it’s about being in the Flow. But interruptions break your flow. Experience management is partly about tracking and stopping interruptions before the break the flow.

GS: Yes, interruptions stop you getting work done. And yes, that speaks to experience. Experience directly contributes to business objectives.

BR: Back to service management….. how do they fit together? How do we describe it? XLAs, surveys… How do we glue this together? What about ‘BRM’ that didn’t integrate well, will the same happen to DEX?

GS: We don’t yet answer ‘where does Experience connect to governance’. That may be the answer. I believe experience is an input to the governance process. There’s a good book by Mark Schwarz (the art of business value) – if an organisation is trying to migrate customers from one product to another, you should not be working on experience management for the old product. Focus on business need and make the new product the best experience so people want to move.

BR: <talks more about governance> why are we here, what are we trying to achieve? I hadn’t thought about Experience about this.

IA: Nexthink (ahem, where I work) is leading here. Experience is closing the gap so the employee does not need to be interrupted and reach out to ask for help. DEX is more than a survey, it is about qualitative and quantitative measures and corrective action.

GS: I like that. BRM didn’t manage this but DEX makes it about human beings. We need to understand what is happening without being told. How is this experience solving the needs of the organisation. And… Governance is not a Bad Word!

BR: great, thanks.

**Greg’s Recommended Drink**

* Surprisingly, it’s… a North West Pale Ale!

**Useful Links**

**Blog: ITSMTransition.com**

Twitter: https://twitter.com/gtsanker

LinkedIn: https://www.linkedin.com/in/gtsanker/

**Bar Bio**

Greg is full of energy and overflowing with good words about about senior IT leadership, CIOs, change, transformation, and a cheeky little bit of governance given half the chance. And, if not one of those then it’s increasingly all about Employee Experience. And, as well as that, he does a bit of public speaking too. He’s a busy man. When not leading, changing, writing and speaking, he likes to kick back with a tall glass of Pale Ale. (Honestly, I’m not sure what he sees in Pale Ale myself, but it seems to work for Greg).