

Grassroots ITIL: Bottom-up implementation

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Evangelism

“Everyone is in business for himself, for he is selling his services, labor or ideas. Until one realizes that this is true he will not take conscious charge of his life and will always be looking outside himself for guidance.”

-Sidney Madwed

Quiz Question #1

What Is ITIL?

Objectives

Introduction

The truth about any workplace initiative

Three grassroots methods for implementing ITIL

Summary

My Grassroots Timeline

1999 - Discovered ITIL accidentally While searching for Help Desk Education

2000 – Tried to sell ITIL to Mayo Rochester

2000 – 2001 – Implemented Service Desk Process changes based upon ITIL Service Desk descriptions and the Incident Management, Problem Management, Change Management and IT Financial Management

2002 – 2003 – Attempted to broaden the scope of Service Management use at Mayo

- Scheduled Several Executive Summaries
- Sponsored Education
- Required Service Desk Customers to Comply with our processes

2004 – Moved to Information Services Resources

- Continued to Educate

2005 – Convinced Division Chair of ISR to Champion ITIL and begin implementing

2005 – 2006 – Started an ITIL interest group

- Currently has 30 “Active” members

2007 – Institution began ITIL implementations as part of SOX compliance initiative

Notes

It didn't happen quickly

I didn't do it myself

Repetition was required (lots of it)

Consistency of the message was critical

The Truth About Large Workplace Initiatives

Ultimately they require administrative support

Risk aversion is very common

Results speak louder than words

Quiz Question #2

What are the three objectives of Service Management?

Three Effective Grassroots Methods

Evangelize to your IT colleagues

Work within your sphere of influence

Sell to your customers

Evangelize to your IT Colleagues (creating a cause)

“One person with a belief is equal to a force of
ninety-nine who only have an interest”

– John Stuart Mill

About Your Colleagues

“You can divide any working population into three categories: people who are engaged (loyal and productive), those who are not engaged (just putting in time), and those who are actively disengaged (unhappy and spreading their discontent). The U.S. working population is 26% engaged, 55% not engaged, and 19% actively disengaged.”

-Marcus Buckingham *Fast Company*, August 2001 by Polly
LeBarre

Prepare

- Learn as much as you can
- Collect Interesting Articles
- Create a Mission
 - Short
 - Easily Remembered
 - Flexible
 - Emotional
- Create objectives
 - Specific
 - Action Oriented
 - Relevant

Tip

Create 30 and 60 second descriptions of your cause

Sow Your Ideas

Create an EMAIL discussion group

Create an ITIL interest group (food helps)

Create a short 5-6 slide presentation and ask to speak at colleague work-group meetings

Sponsor education

Send Interesting Articles to colleagues and Supervisors (anyone)

Make yourself readily available to answer questions

Cultivate a field of 1000 flowers

Talk to anyone who will listen

Accept any and all help

Encourage and accept suggestions

Let others make this cause their own

Quiz Question #3

What does it mean to
implement ITIL?

Implement ITIL within your own sphere of influence

How can you implement ITIL processes in your workgroup?

Document your plans

Track your progress

Measure Results

Communicate your success to Administration

Report successes to your administration and be certain to let them know you are using the tenants of the ITIL framework to achieve them

NOTE

Although most effective when done as an organization without silos, even small work groups can implement and use the ITIL framework

A Few Examples

Incident Management

Document Everything

Get Customer Back to work

Review Incidents and look for trends in your own work

Submit trends as possible problems

Problem Management

Do regular “root cause analysis” (after customer is working)

Document “Known Errors” and their work-arounds for future use

Create a “Strike Team” to resolve problems for good

IT Availability Management

Review and Verify hours of business for customer

How many users now, how much growth, when
Set/Schedule maintenance windows (for all your products)

Find if processing can be moved to another, less expensive time (to better balance load on resources). Suggest alternatives

IT Financial Management

Consider, document, and track

- Cost to build
- Cost to maintain
- Cost to upgrade (and when)
- Cost to replace (and when)

Service Level management

Describe service available up-front

Set response/availability goals

Take metrics against goals

Discuss results and improvement suggestions
with customers

Work with your customers

Rule #1:

- Don't belittle or complain to your customers about your organization or its limitations

Rule #2:

- Always refer to Rule #1

What should you do?

Educate them about ITIL at every opportunity

Brag about your accomplishments related to ITIL implementation

Ask them to pass accomplishments on to your supervisors

Recommend ITIL-based solutions to and for your customers

Final thoughts:

No matter how you accomplish it, Implementing ITIL is a multi-year project.

Don't be easily discouraged

Don't do this alone. There are encounter groups!

Quiz Question #4

What can I do today to begin?

Questions/Discussion