

COURSEWARE

VeriSM™

PROFESSIONAL COURSEWARE

HELEN MORRIS & LIZ GALLACHER

VeriSM™ - Professional Courseware

Colophon

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VeriSM™

- Professional Courseware



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Van Haren Publishing (VHP) specializes in titles on Best Practices, methods and standards within four domains:

- IT and IT Management
- Architecture (Enterprise and IT)
- Business Management and
- Project Management

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Topics are (per domain):

IT and IT Management

ABC of ICT
ASL®
CATS CM®
CMMI®
COBIT®
e-CF
ISO/IEC 20000
ISO/IEC 27001/27002
ISPL
IT4IT®
IT-CMF™
IT Service CMM
ITIL®
MOF
MSF
SABSA
SAF
SIAM™
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VeriSM™

Enterprise Architecture

ArchiMate®
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Novius Architectuur
Methode
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Business Management

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BiSL® and BiSL® Next
BRMBOK™
BTF
EFQM
eSCM
IACCM
ISA-95
ISO 9000/9001
OPBOK
SixSigma
SOX
SqEME®

Project Management

A4-Projectmanagement
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Publisher about the Courseware

The Courseware was created by experts from the industry who served as the author(s) for this publication. The input for the material is based on existing publications and the experience and expertise of the author(s). The material has been revised by trainers who also have experience working with the material. Close attention was also paid to the key learning points to ensure what needs to be mastered.

The objective of the courseware is to provide maximum support to the trainer and to the student, during his or her training. The material has a modular structure and according to the author(s) has the highest success rate should the student opt for examination. The Courseware is also accredited for this reason, wherever applicable.

In order to satisfy the requirements for accreditation the material must meet certain quality standards. The structure, the use of certain terms, diagrams and references are all part of this accreditation. Additionally, the material must be made available to each student in order to obtain full accreditation. To optimally support the trainer and the participant of the training assignments, practice exams and results are provided with the material.

Direct reference to advised literature is also regularly covered in the sheets so that students can find additional information concerning a particular topic. The decision to leave out notes pages from the Courseware was to encourage students to take notes throughout the material.

Although the courseware is complete, the possibility that the trainer deviates from the structure of the sheets or chooses to not refer to all the sheets or commands does exist. The student always has the possibility to cover these topics and go through them on their own time. It is recommended to follow the structure of the courseware and publications for maximum exam preparation.

The courseware and the recommended literature are the perfect combination to learn and understand the theory.

-- Van Haren Publishing

Authors about this Courseware

It has been a pleasure to work on this courseware, following the work completed by the VeriSM authors. The approach proposed in VeriSM is forward thinking, supporting adoption of service management practices in today's digital age.

Service management has never been so important, as all organizations are either receiving or providing services to and from others. As digitization has spread through our organizations and culture, IT has become a vital part of our workplace. VeriSM provides guidance on how to manage the variety of service management approaches which have now become common practice. Often organizations do not know how to combine these approaches, or if they should adopt one or another in preference. VeriSM allows an organization to understand how to make the best use of all of its approaches.

Working on the courseware has given us an opportunity to appreciate the dedication of the authors and the innovative approaches that are being used to support organizations through the VeriSM practices. We hope that the courseware and the recommended literature will be the perfect combination to learn and understand the theory.

The courseware is designed to support your learning about the VeriSM concepts, and to be a guide to your understanding of service management and its use across the whole organization. We hope you will find the contents of VeriSM as interesting and useful as we have, and that our presentation of these concepts will be engaging and informative.

-- Helen and Liz

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Timetable

Day 1

Introduction

Structure of the training course and the programme

Part 1 Module 1: Overview of VeriSM

Concepts in a digital world

Working in a digital context

Lunch

Module 2: Digital leadership

Organizational structure and culture

Part 2 Module 3: Transformation techniques

Summary / homework

Day 2

Recap on previous content / homework

Module 4: Governance and strategy

Part 1 Service management principles

Evaluate / Direct / Monitor

Lunch

Module 5: Applying the VeriSM model

Part 2 Setting up the solution

Day 3

Recap on previous content / homework

Part 1 Module 5: Applying the VeriSM model continued -
 Leading the solution through the Produce, Provide and Respond stages
 Module 6: Promoting VeriSM

Practice questions

Lunch

Review

Part 2 Exam

Self-Reflection of understanding Diagram

‘What you do not measure, you cannot control.’ – Tom Peters

Fill in this diagram to self-evaluate your understanding of the material. This is an evaluation of how well you know the material and how well you understand it. In order to pass the exam successfully you should be aiming to reach the higher end of Level 3. If you really want to become a pro, then you should be aiming for Level 4. Your overall level of understanding will naturally follow the learning curve. So, it’s important to keep track of where you are at each point of the training and address any areas of difficulty.

Based on where you are within the Self-Reflection of Understanding diagram you can evaluate the progress of your own training.

<i>Level of Understanding</i>	<i>Before Training (Pre-knowledge)</i>	<i>Training Part 1 (1st Half)</i>	<i>Training Part 2 (2nd Half)</i>	<i>After studying / reading the book</i>	<i>After exercises and the Practice exam</i>
<i>Level 4 I can explain the content and apply it .</i>					
<i>Level 3 I get it! I am right where I am supposed to be.</i>					Ready for the exam!
<i>Level 2 I almost have it but could use more practice.</i>					
<i>Level 1 I am learning but don't quite get it yet.</i>					

(Self-Reflection of Understanding Diagram)

Write down the problem areas that you are still having difficulty with so that you can consolidate them yourself, or with your trainer. After you have had a look at these, then you should evaluate to see if you now have a better understanding of where you actually are on the learning curve.

Troubleshooting

Problem areas:

Topic:

Part 1

Part 2

You have gone through the book and studied.

You have answered the questions and done the practice exam.



The image shows the cover of a courseware document. It features a stylized background with wavy bands in orange, blue, and red. On the left side, there is a logo consisting of a stylized 'V' in blue and red, followed by the text 'VeriSM™ Service Management for the digital age'. Below this, the 'iFDC' logo is visible. In the center, the title 'VeriSM™ Service Management Professional' is written in white text on a blue background. In the bottom right corner, the word 'COURSEWARE' is written in white on a black background. At the very bottom, there is a small copyright notice: '© 2018 - All training materials are sole property of Van Haren Publishing BV and are not to be reproduced in any form or shape without written permission.'

Introduction

- Let's meet & Goals
- Terms
- Program





Program VeriSM™ Professional

Day 1

09:00 – 9:30	Introduction
09:30 – 10:45	Module 1: A Digital World
10:30 – 11:00	Break
11:00 – 11:45	Module 1: A Digital World
11:45 – 12:30	Module 2: Digital leadership and structure
12:30 – 13:00	Lunch
13:00 – 14:15	Module 2: Digital leadership and structure
14:15 – 15:00	Module 3: Transformation techniques
15:00 – 15:15	Break
15:15 – 16:30	Module 3: Transformation techniques
16:30 – 17:00	Module 4: Governance and strategy

Day 2

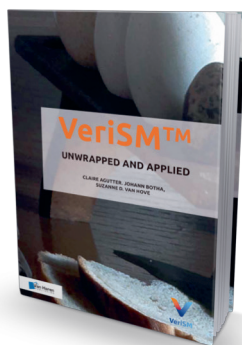
09:00 – 10:30	Module 4: Governance and strategy
10:30 – 10:45	Break
10:45 – 11:45	Module 4: Governance and strategy
11:45 – 12:30	Module 5: Applying VeriSM™
12:45 – 13:15	Lunch
13:15 – 15:00	Module 5: Applying VeriSM™
15:00 – 15:15	Break
15:15 – 17:00	Module 5: Applying VeriSM™

Program VeriSM™ Professional

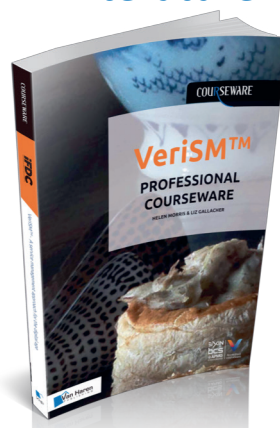
Day 3

09:00 – 10:30	Module 5: Applying VeriSM™
10:30 – 10:45	Break
10:45 – 12:45	Module 5: Applying VeriSM™
12:45 – 13:15	Lunch
13:15 – 15:00	Module 5: Applying VeriSM™
15:00 – 15:15	Break
15:15 – 15:45	Module 5: Applying VeriSM™
15:15 – 16:15	Module 6: Promoting VeriSM™
16:15 – 17:45	Exam

Literature



VeriSM™ Unwrapped and Applied



Courseware



Trainer slides
(Included in Courseware)

The figure numbers in the courseware correspond with the Body of knowledge:
'VeriSM™™ - A service management approach for the digital age'

Scope of the Course

This certification includes the following topics:

1. A digital world
2. Digital leadership and structure
3. Transformation techniques
4. Governance and strategy
5. Applying VeriSM™
6. Promoting VeriSM™

Exam specifications

- | | |
|---|---------------------------|
| • Examination type: | Multiple-choice questions |
| • Number of questions: | 40 |
| • Pass mark: | 65% |
| • Open book/notes: | No |
| • Electronic equipment/aides permitted: | No |
| • Time allotted for examination: | 90 minutes |



Exam requirements

Exam requirement	Exam specification	Weight %
1. A digital world		
	1.1 Concepts in a digital world	5%
	1.2 Working in a digital context	5%
2. Digital leadership and structure		
	2.1 Digital leaders	5%
	2.2 Organizational structure and culture	5%
3. Transformation techniques		
	3.1 Using transformation techniques	10%
4. Governance and strategy		
	4.1 Governance and service management principles in the VeriSM™ model	15%
5. Applying VeriSM™		
	5.1 Using the VeriSM™ model	2.5%
	5.2 Setting up the solution	40%
	5.3 Leading the solution through the Produce, Provide and Respond stages	7.5%
6. Promoting VeriSM™		
	6.2 Creating the plan	5%
	Total	100%

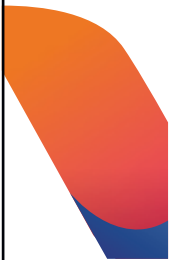
VeriSM™ Professional

- Let's get started!





VeriSM™
Service Management
for the digital age



ifDC

Module 1: A digital world

COURSEWARE

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Module 1 – A Digital World

This module includes the following topics:

- Concepts in a digital world:
 - How VeriSM™ addresses digital practices, the digital age and a digital organization
 - The difference between a system of record (SoR) and a system of engagement (SoE).
 - The importance of outcomes and how they develop (Value Stream Maps), using the VeriSM™ view of 'digital'
- Working in a digital context:
 - Defining, justifying and applying the three digital transformation methods
 - Analyzing an organization for successful digital transformation programs
 - Applying digital transformation options based on organizational requirements

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1.1 CONCEPTS IN A DIGITAL WORLD

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The Digital World

- All organizations providing services are affected by the growth in digital technologies
 - Their users or customers now expect to be able to order services online, interact with the organization through social media, or have an “app” to allow them to track the progress of their order, or their account through the phone or tablet
 - Providing such services involves all organizational capabilities, not just the IT department; logistics, sales, and customer service are also involved

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The Digital World

- Organizations which fail to deliver services to suit this new digital consumer will fail. Examples include:
 - Kodak, which failed to appreciate how digital photography would impact their business model
 - Blockbusters, which failed to embrace streaming technologies
- New successful business models are appearing, from providers who exploit digital technologies to their advantage
 - Uber and AirBNB describe themselves in terms of their digital offering, a peer-to-peer app enabling customers and providers to connect, for taxi rides, food delivery, accommodation etc.
 - Other start-ups now describe their product as "Uber for X", such as Wag! – a dog walker app – which also uses GPS to allow you to track your dog's walk

VeriSM™ and Digital Transformation

- VeriSM™ encourages organizations to appreciate that every part of the organization need to work together to provide products and services to consumers and to enable the organization to achieve its goals and objectives
- VeriSM encourages every part of the organization to act collectively, with the same focus
- It is the responsibility of leadership to enable digital transformation