

10 Steps to Adopting, Adapting & Applying VeriSM™

Service Management for the Digital Age



General Notes:

What Is VeriSM™?

VeriSM is a service management approach that helps organizations create a flexible operating model to deliver desired business outcomes aligned to the digital age.

*VeriSM has been developed by the International Foundation for Digital Competences (IFDC), a non-profit foundation.



Shape 1: 'Benefits'

General Notes:

The 'Why?' Question

Before starting your VeriSM journey consider what you are trying to achieve. VeriSM can help prepare organizations to develop the culture, capabilities, and structures needed for successful digital transformation.

The approach also supports organizations who plan to integrate methodologies and technologies that support their digital strategies – and govern them all under one model.

However, adopting, adapting and applying VeriSM is not a goal in itself. It should always be part of a broader strategy.

Purpose

The purpose of this document is to provide high-level guidance for organizations aiming to adopt, adapt, and apply the VeriSM approach internally. It is also meant for consultants / consulting organizations aiming to support organizations in applying VeriSM.

The guidance provided here is a first guidance and should be used in combination with further resources as contained within the VeriSM official publications.

The slides provide pointers as to where further guidance, resources and references can be found.

General Notes:

Timeline and Order

The timeline required for adopting, adapting, and applying the VeriSM approach depends on the baseline situation and the ability of each organization to embrace change.

There is no start and end point as transformation is continual.

The 10 Steps have been placed in a logical order for reference; however there is no one 'correct order' and steps can be undertaken in parallel.

Benefits

Information on the benefits of applying the VeriSM approach can be found on the [VeriSM Global website](#) and in the VeriSM official publications.

Specifically, guidance on making a case for VeriSM can be found in '*VeriSM™: Unwrapped and Applied*', Part A, Chapter 18.

Case studies, white papers, real-world perspectives, and examples can be found in Part B of '*VeriSM™: Unwrapped and Applied*', as well as on the [VeriSM Global website](#).

Step 1:

Establish Digital Leadership

Introduction

Successful digital transformation requires Digital Leaders with specific skills to ensure the right circumstances are created for digital transformation to flourish.

Points of Attention:

- Who are the leaders?
- Skills and mindset required by Digital Leaders.
- Leading cultural transformation.
- Digital sustainability.
- Get support e.g. C-level buy in / influential VeriSM 'Champions'.

Further Guidance:

- *'VeriSM:™ Unwrapped and Applied'*, Part A, Chapter 4.



YOUR NOTES

Step 2:

Establish Enterprise Governance

Introduction

To effectively manage risk and ensure alignment with business strategy it is important to establish a structure for enterprise governance including establishing Principles.

Points of Attention:

- Defining the organization using Governance questions.
- Establishing the Organizational Portfolio.
- Evaluate, Direct, Monitor (EDM) activities.
- Defining Service Management Principles (e.g. Quality, Security, Risk).
- Establishing an enterprise-wide model and mindset.
- Ensure your Governance and principles evolve!

Further Guidance:

- '*VeriSM™: Unwrapped and Applied*', Chapter 1.1; Part A, Chapter 6.4.2, Chapter 10.
- '*VeriSM™: A Service Management Approach for the Digital Age*', Chapter 1; Part 2, Chapters 7-9.



YOUR NOTES

Step 3:

Define Transformation Approach

Introduction

There are many different approaches and techniques which organizations can make use of to realize their unique transformation and the optimal approach needs to be carefully considered.

Points of Attention:

- Digital transformation approaches and implementation options.
- Identifying transformational opportunities.
- Transformation tools and techniques.
- Requirements for successful digital transformation.
- Changing culture / OCM.
- Common service provider challenges.

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapter 3 & Chapter 9; Part B, Chapter 24: OCM, Chapter 25: Digital Transformation and the Jobs Market.
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 1, Chapters 2-6; Part 3, Chapter 26.



YOUR NOTES

Step 4:

Organize to Embrace Change & Digitalization

Introduction

Change is a given in the digital context which means the organization structure and culture needs to be adapted in order to embrace change and digitalization.

Points of Attention:

- What does 'digital' and a 'digital organization' look like?
- People (professionals) and the digital age.
- Moving to a flatter structure.
- Providing autonomy and employee ownership.
- Establishing mutual trust & reliance.

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapter 3 & Chapter 5; Part B, Chapter 24 (OCM).
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 1, Chapters 2-6.



YOUR NOTES

Step 5:

Develop & Embed Collaborative & Consumer Centric Behaviors

Introduction

Successful digital transformation requires a shift in behaviour and mindset across the whole organization based on collaboration and customer centricity.

Points of Attention:

- What is collaboration (and what is it not?).
- Why is it important?
- Collaborative behaviors and dynamics (enterprise wide).
- Measuring success and defining what 'good' looks like.
- Service culture / mindset.
- Customer centricity.

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapter 3.9 & Chapter 6.
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 1, Chapter 2, Chapters 4-5.



YOUR NOTES

Step 6:

Organize to Learn, Unlearn & Relearn

Introduction

A key success factor in the digital context is the ability to fail fast and learn quickly, again and again, to ensure that this learning can be shared with others.

Points of Attention:

- Knowledge Management in the Digital Age.
- How to structurally learn, unlearn, and relearn.
- Outcome based thinking.
- Value Stream Mapping.
- Professionalism, ethics, competences, and lifelong learning.

Further Guidance:

- '*VeriSM™: Unwrapped and Applied*', Part A, Chapters 7-8.
- '*VeriSM™: A Service Management Approach for the Digital Age*', Part 1, Chapter 5.



YOUR NOTES

Step 7:

Create 'Current View' Management Mesh™

Introduction

The 'Current View' Management Mesh provides a baseline view of your organization's unique mix of resources, environment, management practices, and emerging technologies.

Points of Attention:

- What is the Management Mesh?
- How is the Management Mesh Used?
- Portfolio as driver for Management Mesh.
- 4 aspects of the Management Mesh.
- Creating the current Management Mesh view, unique to your organization (Define stage).

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapter 12.
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 2, Chapter 10.
- EXIN Management Mesh™ tool



YOUR NOTES

Step 8:

Create 'Desired State' Management Mesh™

Introduction

The 'Desired State' Management Mesh provides a future view of your organization's unique mix of resources, environment, management practices, and emerging technologies. This is based on requirements for new or changed services.

Points of Attention:

- Getting approval for a new or updated service.
- Gathering and analyzing the requirements.
- Selecting appropriate management practices.
- Choosing appropriate technology.
- Creating the desired state Management Mesh view (Define stage).

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapters 13-14; Part B, Appendix E: Agile Requirements, Appendix D: Management Practices Information.
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 2, Chapter 11; Part 3, Chapters 16-25.
- EXIN Management Mesh™ tool.



YOUR NOTES

Step 9:

Close Gaps & Manage through the VeriSM™ Stages

Introduction

Once the gap between the current and desired state is clear you can take steps to close the gap and continually improve as your business evolves.

Points of Attention:

- Gap analysis techniques.
- Sourcing strategy and options.
- Integration in a multi-vendor model (SIAM).
- Managing through the Produce, Provide and Respond stages.
- Merging / integrating Management Practices.
- Continual improvement and adaption – ensure your Management Mesh™ continues to evolve as your business does!

Further Guidance:

- 'VeriSM™: Unwrapped and Applied', Part A, Chapters 15-17; Part B, Appendix F: Steps for Strategic Sourcing.
- 'VeriSM™: A Service Management Approach for the Digital Age', Part 2, Chapters 12-15; Part 3, Chapter 19 (SIAM).



YOUR NOTES

Step 10:

Join the VeriSM™ Community!

Further Guidance:

- Find out more about VeriSM on www.verism.global.
- Follow VeriSM on [LinkedIn](#) and join the [Official VeriSM Global Group](#).
- More details on training and certification possibilities on www.verism.global/certifications.



YOUR NOTES

Copyright

Copyright: © 2020 All Rights Reserved

VeriSM™ and Management Mesh™ are registered trademarks. All product names, logos, and brands are property of their respective owners. All company, product and service names used in this document are for identification purposes only. No rights or license to use any commercial know-how are granted. Use of these names, logos, brands and content needs appropriate accreditations and/ or licenses.