

The good, the bad and the ugly SM-ITAM SG AGM and Annual Lecture

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I'm an independent digital strategist who brings people together to solve difficult problems



**“I think there’s been some
kind of misunderstanding...”**

That’s not what I was expecting”

My recent misunderstanding



Me, on a
boat



Cox



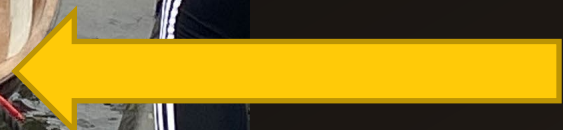
My oar



Direction
of travel



Front





Direction of travel

Things we're going to cover

- Terms of agreement / glossaries
- Context, audience and perspective
- Using plain language
- Working out loud using the collaboration tools you have

Commonly used words

Can we agree on the definitions?

Common terms

- Framework
- Done
- Done-done
- SME
- AI
- CNI
- MVP
- DDaT

Common job titles

- Asset manager
- Developer
- EA
- Content designer
- Product owner vs product manager
- Service owner vs service manager

Search for roles or skills

BETA This is a redesigned guidance page - your [feedback](#) will help us to improve it.

[Home](#)

Service owner

[Architecture roles](#)

[Business architect](#)

[Data architect](#)

[Enterprise architect](#)

[Network architect](#)

[Security architect](#)

[Technical architect](#)

[Data roles](#)

Find out what a service owner in government does and the skills you need to do the job at each level.

Last updated 30 August 2022 — [See all updates](#)

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Contents

- [What a service owner does](#)
- [Service owner role levels](#)
- [1. Service owner](#)

User-Centred Service Ownership

User-centred Service Ownership is a two-day intensive masterclass that will prepare you to lead and manage user-centred services in an agile environment

Understand the full lifecycle of agile service delivery, from research through to live and how to build in future implementation and management approaches

“accountable for the quality of their service. They adopt a portfolio view, managing end-to-end services, which include multiple products and channels.”

Search for roles or skills

BETA This is a redesigned guidance page - your [feedback](#) will help us to improve it.

Home

IT service manager

Architecture roles

Business architect

Data architect

Enterprise architect

Network architect

Security architect

Technical architect

Data roles

Find out what an it service manager in government does and the skills you need to do the job at each level.

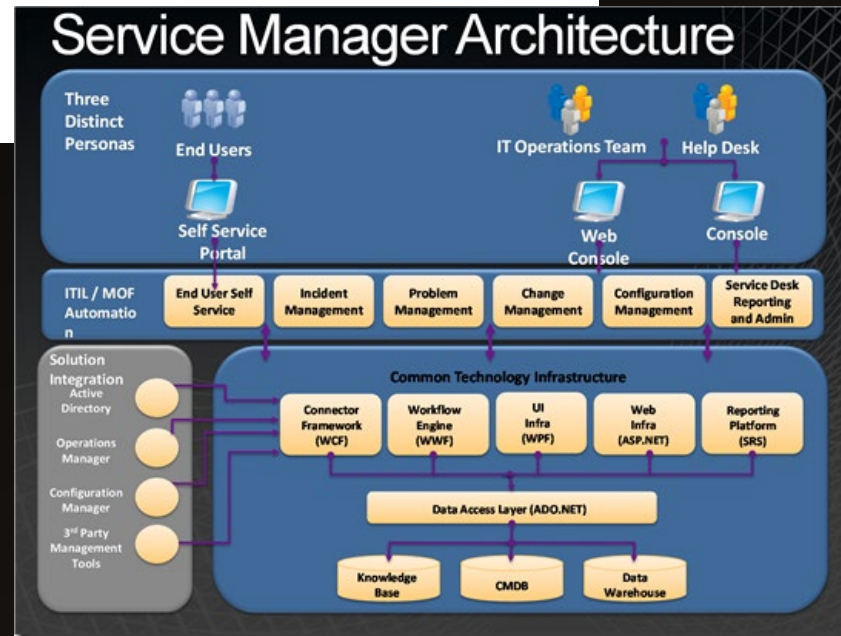
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Get emails about this page

Contents

- [What an it service manager does](#)
- [IT service manager role levels](#)
- [1. IT service analyst](#)

“responsible for managing the service delivery of information and communications technology (ICT) services, and working with teams from IT service operations.”



Use plain language

Make it as clear as possible

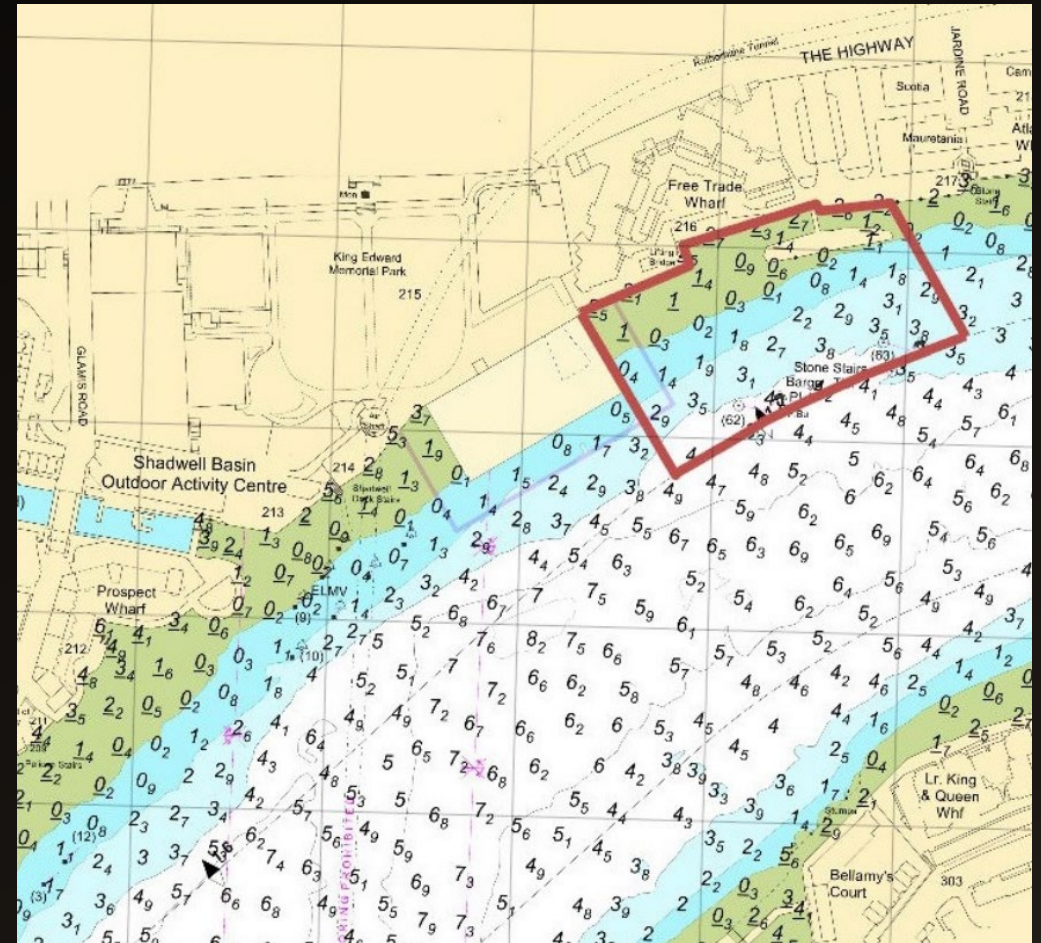
Using plain language benefits everybody

- Proof that people prefer reading plainer language from Crocstar
- NN Group's article that experts prefer plain language
- MIT's article that even lawyers prefer plain English

- Plain language is communication your audience can understand, the first time they read or hear it.

Can I visit the foreshore without a permit?

- “While you may visit the foreshore, you may not search the tidal Thames foreshore from Teddington to the Thames Barrier - in any way for any reason. This includes all searching, metal detecting, ‘beachcombing’, scraping and digging.”



Spell out acronyms and key terms the first time you use them

Distinguished Fellows

The Distinguished Fellows of the Society;

Fellows

The Fellows of the Society;

Fellows

6. The following shall be Fellows of the Society:—

any persons who, having obtained such academic qualifications as the Trustee Board may from time to time prescribe, have established to the satisfaction of the Trustee Board that they have enjoyed not less than five years' responsible experience, and have an established reputation in Computing and have been admitted to Fellowship by resolution of the Trustee Board. Fellows may describe themselves as a Fellow of The British Computer Society and may use the initials "FBCS" after their name.

Distinguished Fellows

7. The following shall be Distinguished Fellows of the Society:—

any persons whom the Trustee Board have resolved to appoint as Distinguished Fellows of the Society in recognition of notable service to the advancement of Computing in the manner specified from time to time by the Trustee Board. Distinguished Fellows may describe themselves as a Distinguished Fellow of The British Computer Society and may use the initials "DistFBCS" after their name.

Avoid ambiguous phrases that could be misinterpreted



- That's a bit of a shame (mild disappointment)
- That's not quite what I had in mind (furious)

- Be visible
- Have good meetings
- Work out loud

Continue conversations and keep people informed

Add a tab with your glossary source in your Team

The screenshot shows a Microsoft Teams interface. On the left, the 'Teams' sidebar shows a 'Test demo team' with three channels: 'General', 'A noisy but niche channel', and 'Top tips and shortcuts'. The main area displays the 'Top tips and shortcuts' channel with a 'Website' tab selected. The website content is titled 'DfE Architecture' and includes a 'Common definitions' section with a sub-section 'Terms and definitions'. This section lists various terms and their definitions, such as 'Service', 'Capability', 'Product', 'Activities and tasks', 'Feature', 'Technology', 'Data', 'Common component', 'Platform', and 'Register'. A 'Terms and definitions' section follows, explaining that terms used in different levels of work may have different meanings and providing a list of terms with links to their definitions.

Teams ... ☰ +

Top tips and shortcuts Posts Files Website ▾ +

▼ Your teams

▼ **Td** Test demo team ...

General

A noisy but niche channel

Top tips and shortcuts

DfE Architecture GitHub

Common definitions

How we talk about services in DfE

Who is this for?

Different levels of work

Terms and definitions

Service

Capability

Product

Activities and tasks

Feature

Technology

Data

Common components

Platform

Register

Terms and definitions

The terms we use in the different levels of work may have different meanings or connotations, dependent on your or your user's perspective. We've tried to make these definitions as generic as possible without losing meaning, or have provided contextual examples to help give meaning.



- [Service](#)
- [Capability](#)
- [Product](#)
- [Feature](#)
- [Activities and tasks](#)
- [Technology](#)
- [Data](#)
- [Common component](#)
- [Platform](#)
- [Register](#)
- [DDaT](#)

If you use Slack, pin the bookmarks to your channel

The image shows a Slack channel interface for a channel named "# resources". At the top, there is a header with the channel name and a dropdown arrow. Below the header, there is a button labeled "+ Add a bookmark". A menu is open, showing two options: "Add a bookmark to this channel" with a link icon and the description "Easily find your team's important links", and "Create a folder" with a folder icon and the description "Organize your bookmarks". To the right of the menu, there are two date separators: "Wednesday, November 22nd" and "Thursday, November 23rd", both with dropdown arrows. At the bottom, a message is partially visible, starting with "ntent podcast was none other than @Chr".

resources ▾

+ Add a bookmark

-  **Add a bookmark to this channel**
Easily find your team's important links
-  **Create a folder**
Organize your bookmarks

Wednesday, November 22nd ▾

Thursday, November 23rd ▾

ntent podcast was none other than @Chr

If you're not sure, ask!

- Take opportunities to ask for clarification
- If you're replying to an RFP, ask Qs in plenty of time
- Follow up in writing if you need to after a call



In summary:

- Spell out acronyms first time you use them
- Have a shared definitions list – written in terms people can understand them
- Store it somewhere that everyone can access it
- Share it with people who are new to your team
- Get comfortable with your collaboration tools
- Revisit it if there's a disagreement



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