



BCS SERVICE MANAGEMENT AND ITAM GROUP

Introduction

Marilyn Birt
30th March 2020

Agenda

- 6:30 PM Welcome & Introduction
- 6.35 pm Presentation
The Orchestral Culture of SIAM
Ian Thomas, Founder of True North Service Management
- 7.05 pm Questions & Answers
- 7.30 pm Close

Dates for your diary

- 22nd April 2020 – Webinar : Transition from end user to SAM Services Consulting by Louise Green
- 12th May 2020 – Webinar topic tbc
- June – event in Bristol or Wales (date and venue TBC)
 - Please contact us if you would like to help organise!
- 15th September 2020
- 6th October 2020 – Annual conference London
- 3rd November 2020 – AGM

Get involved!

- If you're interested in presenting or helping organise events, no matter the location, please contact us at:
 - Kylie.fowler@bcs-cmsg.org.uk
- If you would like to be added to our distribution list, then please email at:
 - Kylie.fowler@bcs-cmsg.org.uk
- Join our linked-in group:
 - [BCS SM-ITAM – Service Management and IT Asset Management Group](#)

Ian Thomas: The Orchestral Culture of SIAM



- Ian is a successful IT Professional with over 19 years experience delivering complex solutions and services for a diverse range of clients across multiple industry sectors.
- Broad range of experience of implementing and working with multiple service models whilst engaging, interacting and influencing stakeholders in a multi-layered delivery model

Ian Thomas: The Orchestral Culture of SIAM

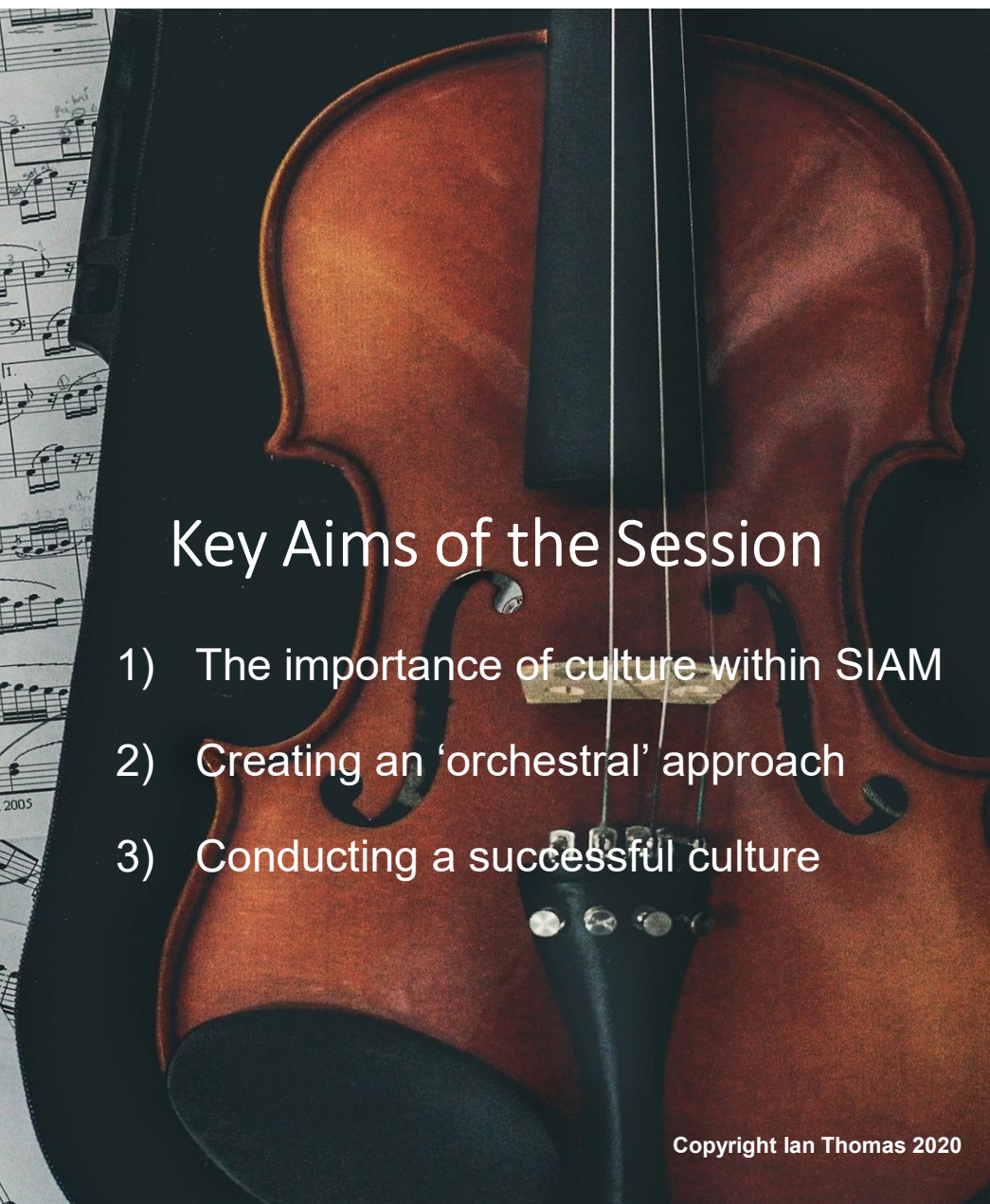
- Exploring how the practical implementation of SIAM can be achieved through the delivery of organisational change, processes, tools and systems but the full potential can only truly be harnessed through the engagement of those colleagues involved in the delivery and the subsequent creation of an embracing culture that prevails.
- Ian will discuss why the delivery of SIAM is similar to that of conducting an orchestra, explaining the benefits of operating in this manner, whilst talking about the types of approaches and activities that could be utilised to establish, build and develop the culture to drive and embed service excellence

THANK YOU



The Orchestral Culture of SIAM

Ian Thomas



Key Aims of the Session

- 1) The importance of culture within SIAM
- 2) Creating an 'orchestral' approach
- 3) Conducting a successful culture

Introductions

SIEMENS



Ministry
of Justice

Atos

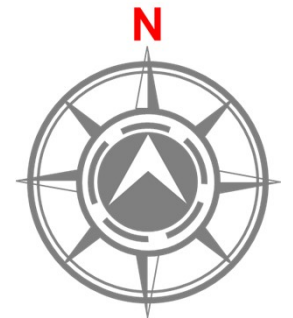
experian™

19 Years Experience of delivering complex solutions and services

Led largescale organisation and service change

Designed, implemented and led multiple service models,
including SIAM

Passionate about organisational culture, change and service
excellence



True North
Service Management

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A wide-angle photograph of a grand, ornate concert hall. The hall features a high, vaulted ceiling with intricate plasterwork and a large, multi-tiered chandelier hanging from the center. The walls are lined with tall, fluted columns and decorative moldings. The seating is arranged in a semi-circle, with rows of empty seats in the foreground and middle ground. In the background, an orchestra is performing on a raised platform, with musicians seated with their instruments. The lighting is warm and focused on the stage area.

The Orchestral Culture of SIAM

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A Quick Recap: What is SIAM?

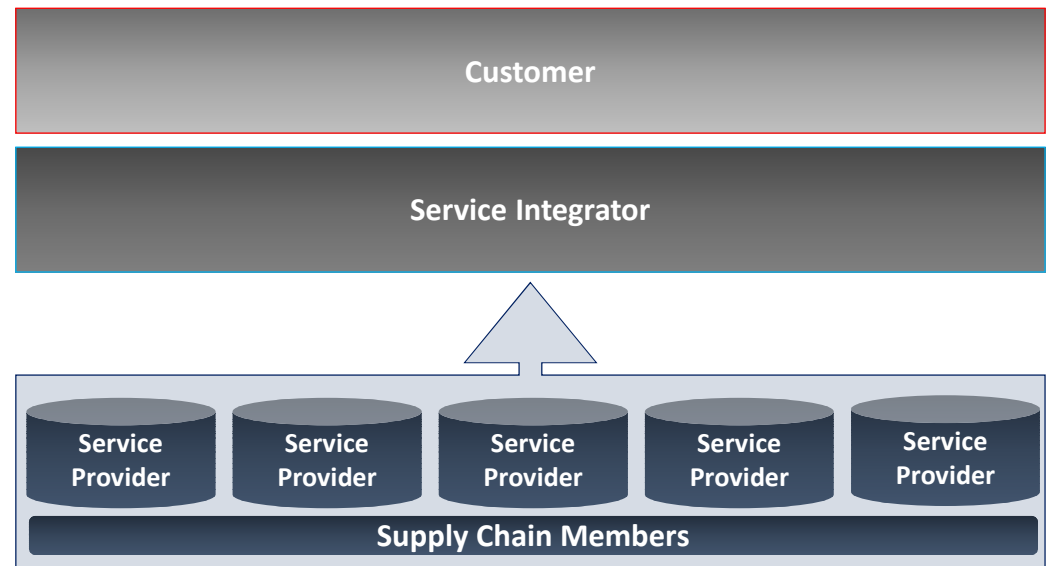
‘Service Integration And Management (SIAM) is a management methodology that can be applied in an environment that includes services sourced from a number of service providers’

The SIAM ecosystem includes:

- *Customer organisation*
- *Service Integrator*
- *Service Providers*

Source: Service Integration And Management (SIAM) Key Facts (Scopism Limited 2016)

The SIAM Model

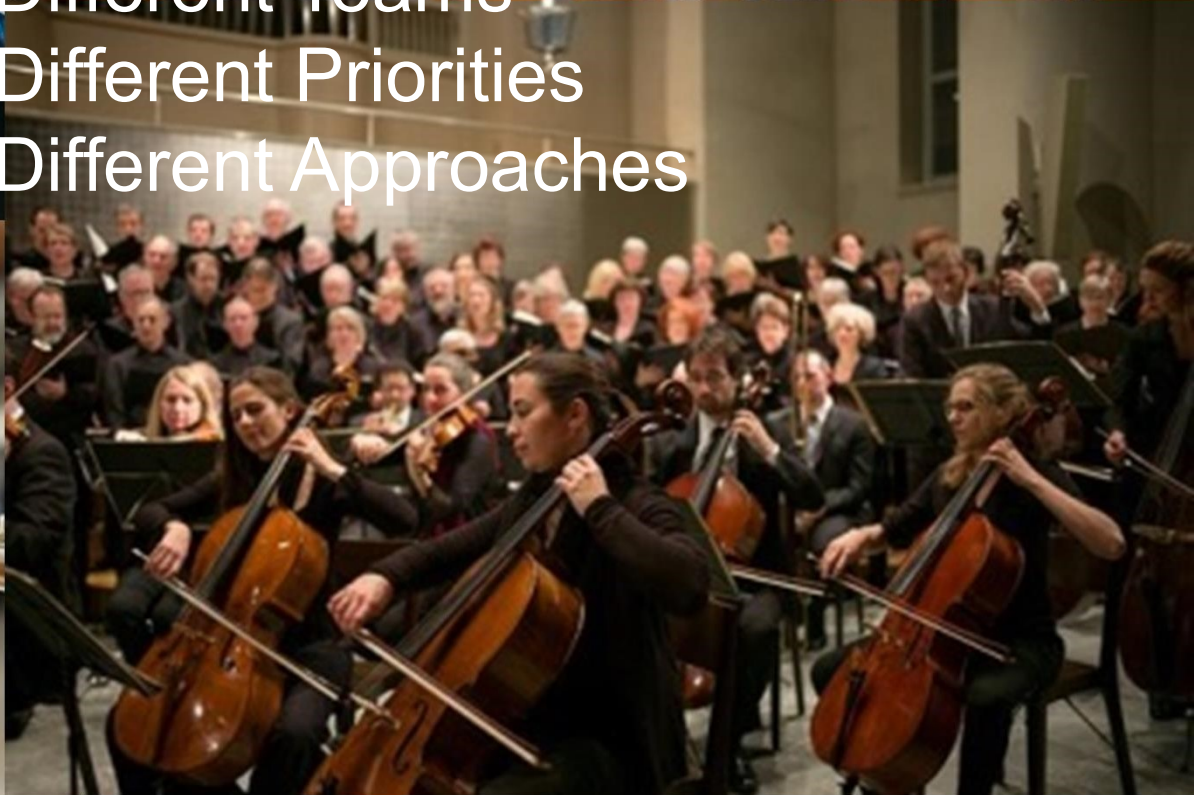


One Team...





Different Teams
Different Priorities
Different Approaches



Poorer Client Experience





Poorer Colleague Experience

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Putting the right teams



In the right places



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The SIAM Orchestra

A large orchestra is performing on a stage. The musicians are seated in rows, playing various instruments including brass, woodwinds, and strings. A conductor stands in the center, facing the orchestra. The stage is lit with purple and blue lights, creating a dramatic atmosphere. The background is dark, and the overall scene is a professional musical performance.

Building the Ecosystem
Working Together
Listening & Collaborating



Reading The Same Music

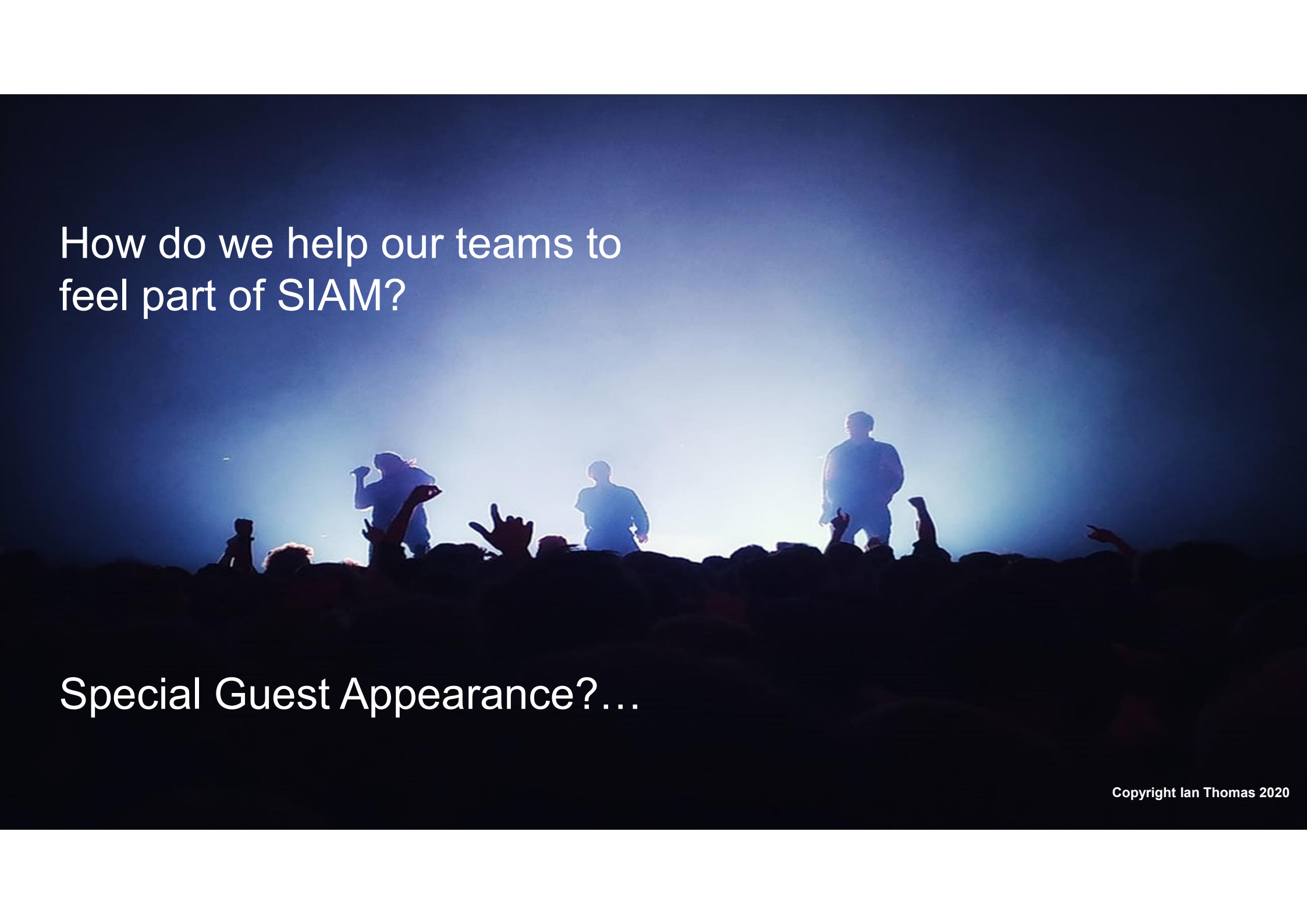
Aligned Approaches
Consistent Processes
Common Tools

Standards and practices
Measuring the ecosystem



Acknowledging that you
are part of the Brass
Section

But also part of the
Orchestra

The background of the slide is a photograph showing the silhouettes of a crowd of people at a concert or event. They are standing on a dark surface, and their hands are raised in the air. In the center, a bright blue light source creates a strong backlighting effect, silhouetting several individuals and casting a glow across the scene. The overall atmosphere is energetic and vibrant.

How do we help our teams to
feel part of SIAM?

Special Guest Appearance?...



Establish a regular drumbeat of communications across the SIAM Community

Ensure complete and consistent messaging

....or an integral part of the band

Create a 'One Team' ethos

Drive a culture of collaboration and removal of silos

Help to build the SIAM Community by bringing together all colleagues together regularly

Promote the positive impact the SIAM Community is having on the organisation and keep colleagues outside of SIAM informed



Establish a regular drumbeat of communications across the SIAM Community

Ensure complete and consistent messaging

Create a 'One Team' ethos

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Promote the positive impact the SIAM Community is having on the organisation and keep colleagues outside of SIAM informed

an **integral** part of the band

Conducting a successful culture

Build a Virtual Leadership Team

Formulate a communications plan

Agree a vision, shared objectives and goals

Get the Community together regularly

Create a Partnership Charter

Clarify Roles & Responsibilities

Write a Collaboration Agreement

Review skills requirements

Develop a Culture of Transparency



How can we build communication?



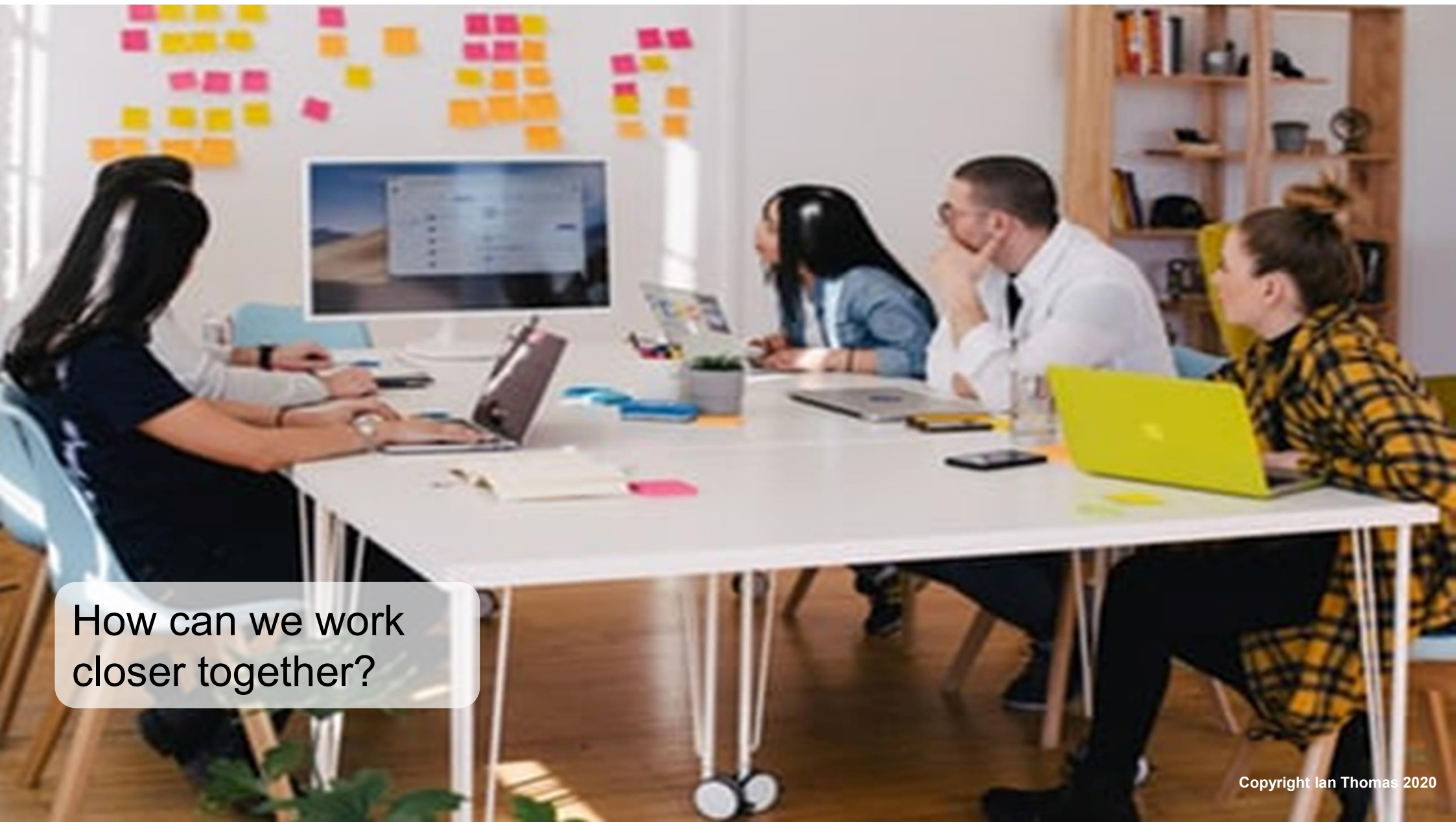
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How can we build engagement?



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How can we work
closer together?

Conducting a successful culture...

...needs everyone

Collaboration between colleagues

Forget the 'badge'

Consider the ecosystem in all of your actions

Encourage positive behaviours within your teams

Call out silo approaches and behaviours

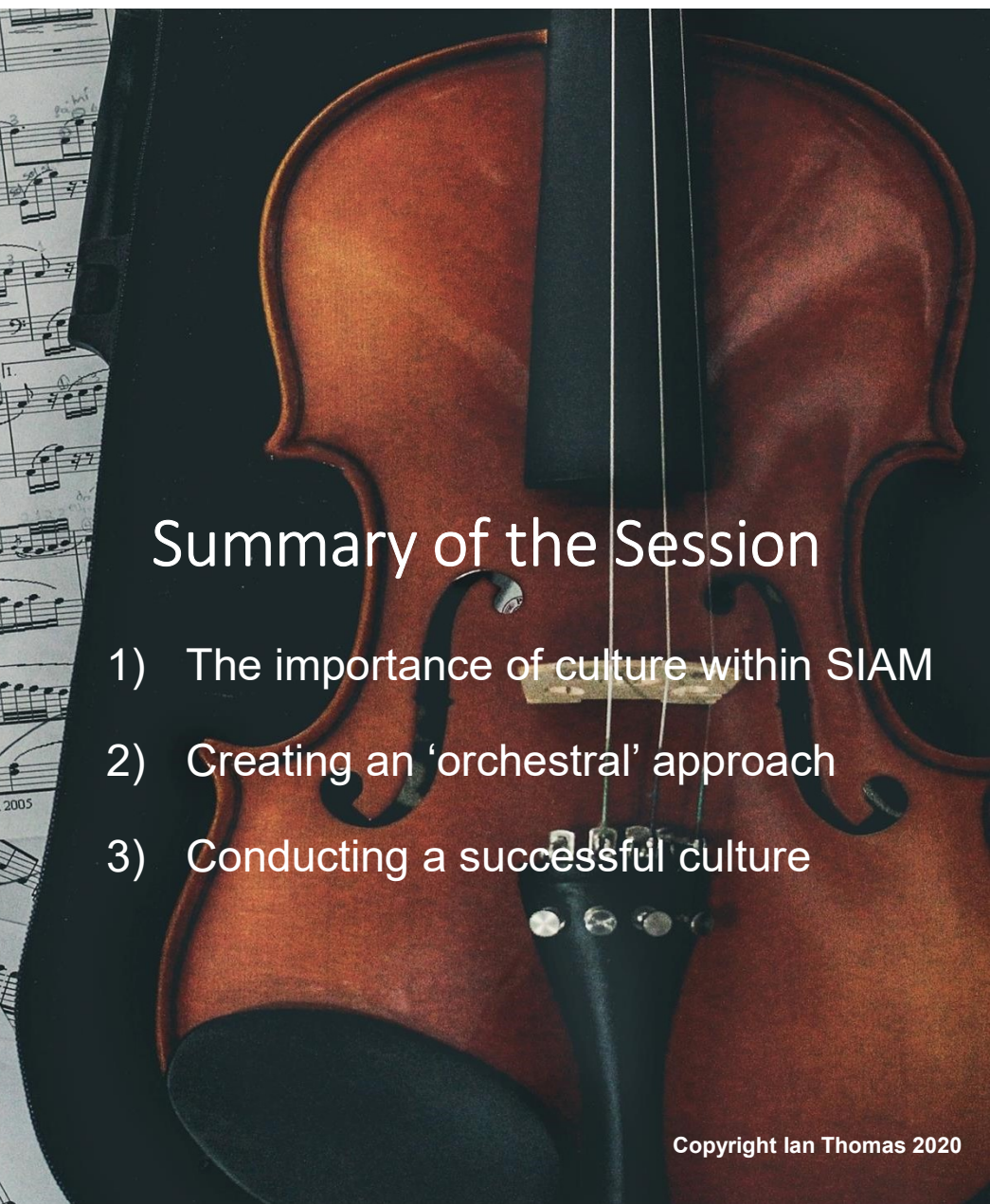
Be an active part of the Community

Lead from the front



Summary of the Session

- 1) The importance of culture within SIAM
- 2) Creating an 'orchestral' approach
- 3) Conducting a successful culture





The Orchestral Culture of SIAM

Questions?

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