



# ITIL®4 and VeriSM™

*How MarsLander can help?*

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# About GamingWorks

- Dutch company, founded 2001, Paul Wilkinson and Jan Schilt
- Designers of Serious Business Simulations (interactive, team-sessions)



**MarsLander®**



- 400 partners, 40 countries, 600+ trainers
- 800+ sessions every year



# About this Presentation



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Impact of ITIL4<sup>®</sup> and  
VeriSM<sup>™</sup>

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About the MarsLander,  
simulation

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How MarsLander  
supports transformation?

# ITIL<sup>®</sup>4 VeriSM<sup>™</sup>

- New way of organizing and delivering services
- Based on existing framework and approaches
- Focus on Digital Transformation
- More Agile and Lean
- More focus on Digital Services
- More focus on enterprise Service Management

# Why ITIL®4 and VeriSM™?

- ITIL 1,2,3.... “implemented”
- DevOps impacts ITSM
- Digital Transformations
- ITSM must become more Agile and Lean
- New mindset

# Key aspects of ITIL<sup>®</sup>4 and VeriSM<sup>™</sup>

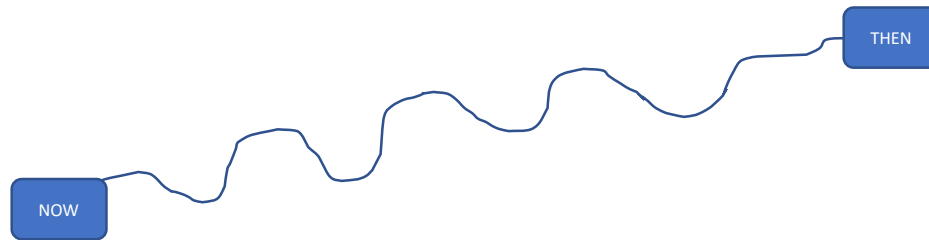
- Agile and Lean aspects
- Customer First, Value
- Flow, End to End
- Continual Improvement
- Focus on business value, prio
- Visualize
- Service Design > co-creation, mesh/dimensions

# Challenges for organizations

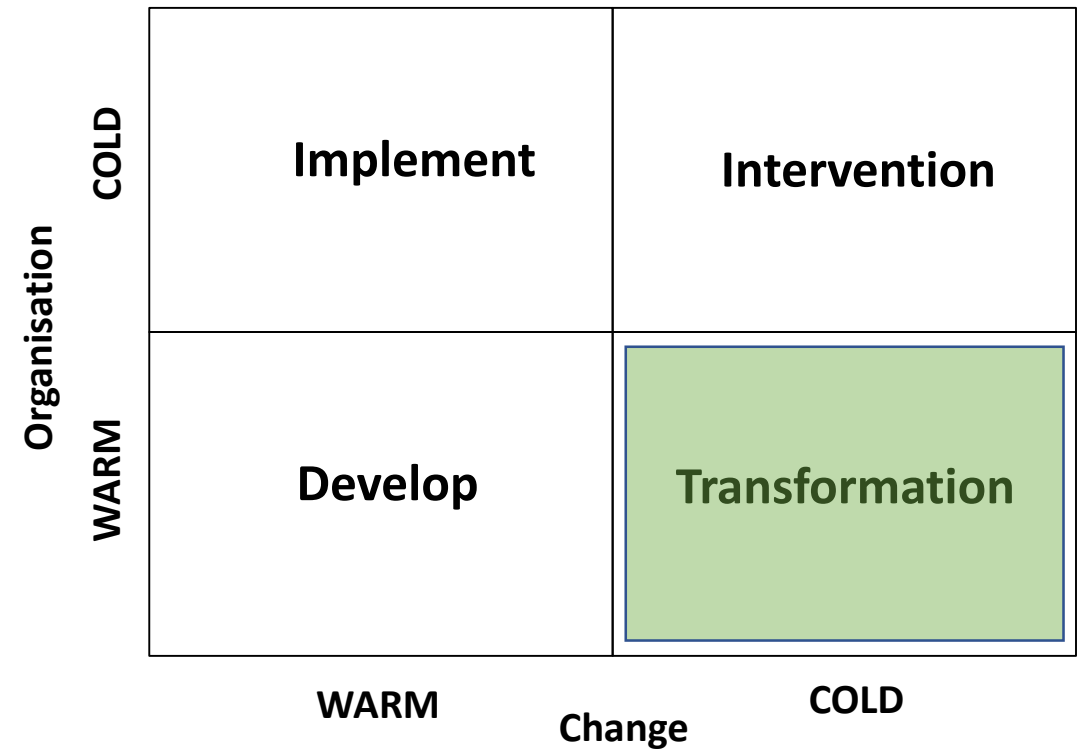
- How to secure investments in ITIL 1,2,3?
- How to transfer from current situation to 'new'?
- How to apply ITIL®4 and VeriSM™ principles?
- How to improve quality of Services?
- How to collaborate with other?

# How to transfer from current situation to 'new'

- Transformation approach



- Make the Organisation WARM
- Make the Change COLD





How to make an  
organisation  
WARM

How to make a  
Change  
COLD?

- Teach new skills and behaviors
- Use guiding principles
  - Start where you are
  - Be pragmatic
  - Work as a team
  - Use continual improvement approach
- Don't use the word CHANGE
- Make CI part of Daily Work

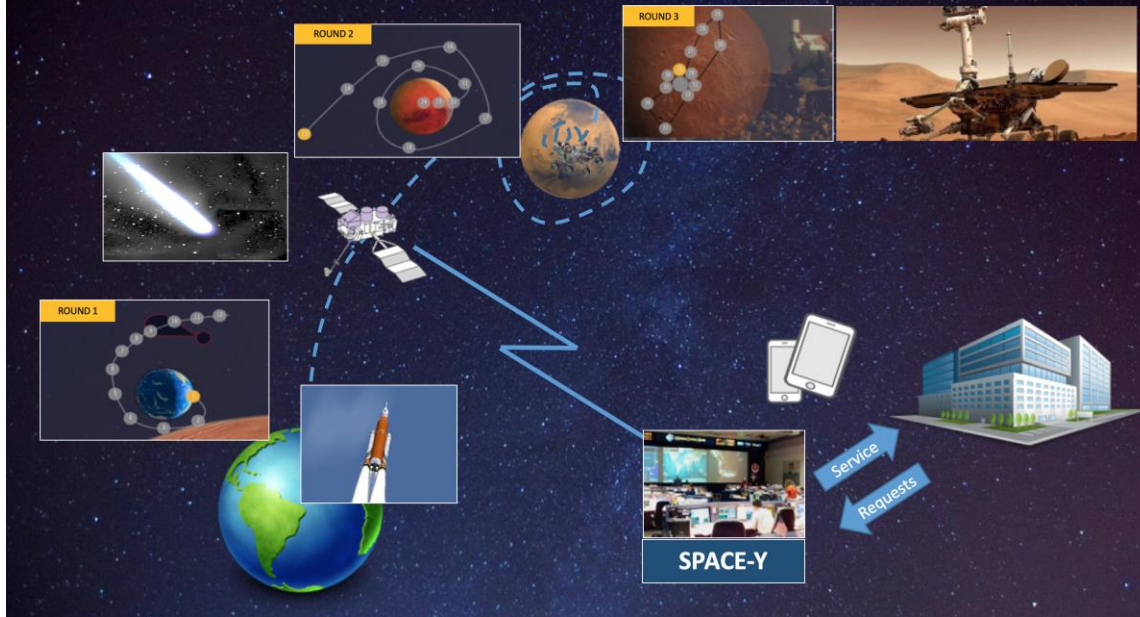


## How MarsLander can help?

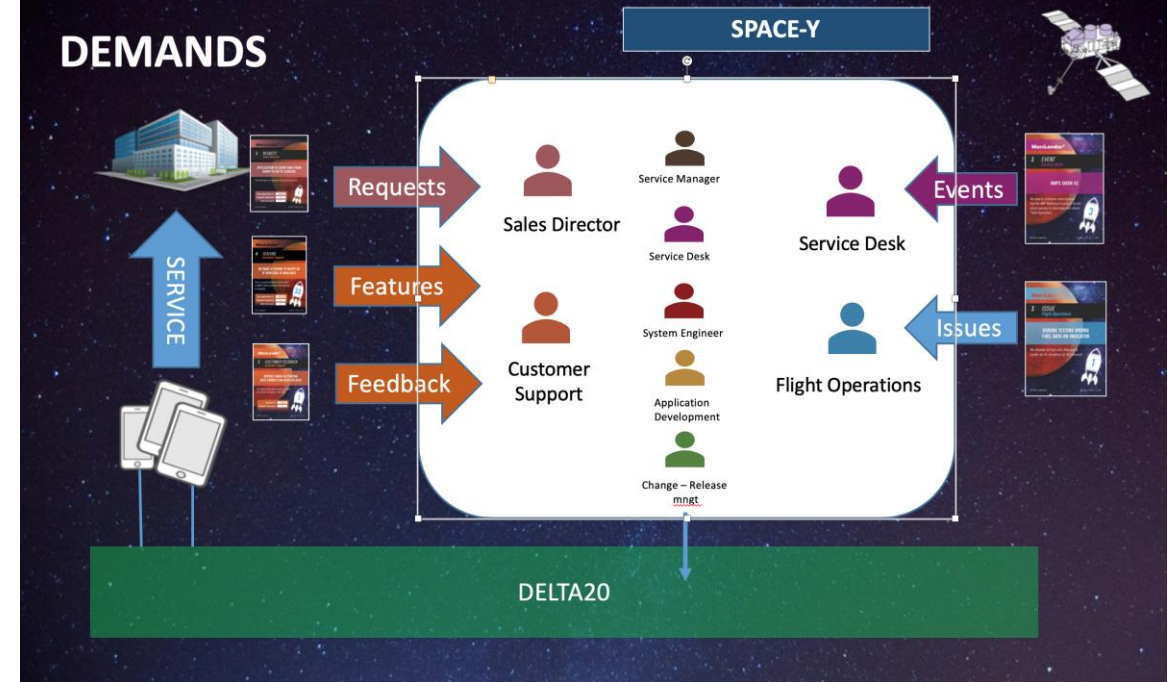
MarsLander is a Serious business Simulation.

- 10 - 12 students
- Full day experience
- Linked to VeriSM™ and ITIL®

## This simulation



## DEMANDS

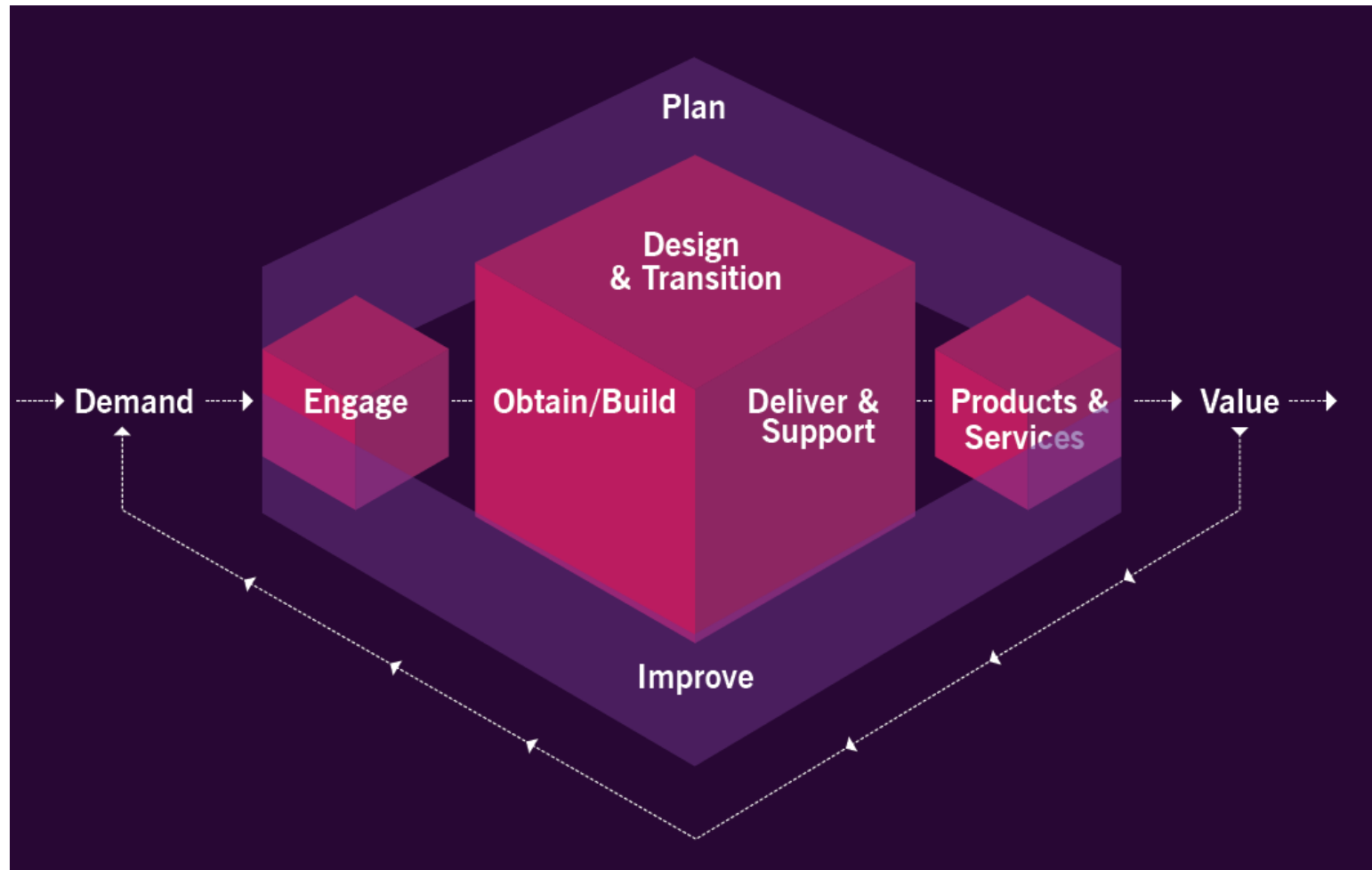


# How MarsLander can help?



# ITIL<sup>®</sup>4 solutions

## Service Value Chain



"ITIL<sup>®</sup> is a (registered) Trade Mark of AXELOS Limited. All rights reserved."



# VeriSM™ solutions

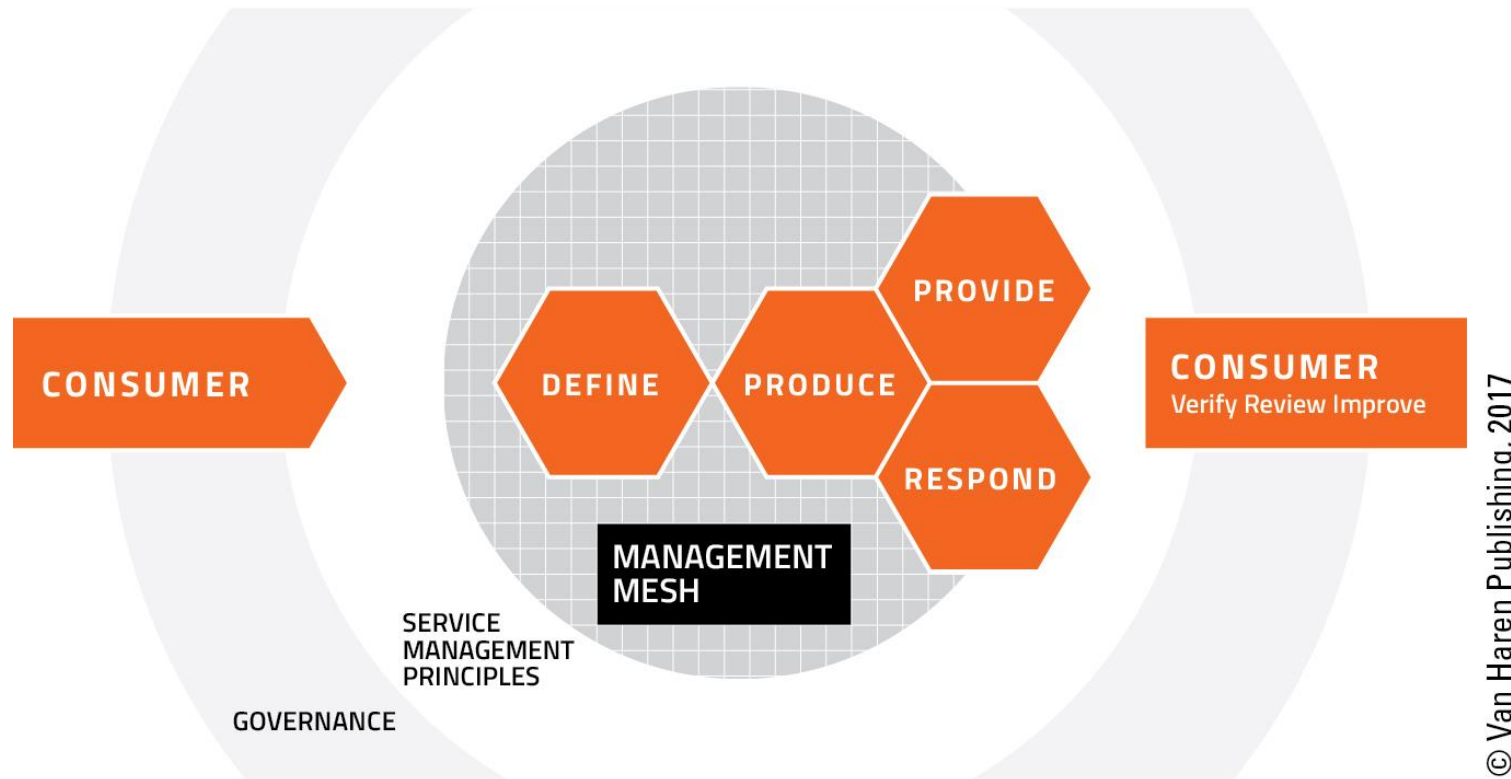


Figure 18 The VeriSM Model

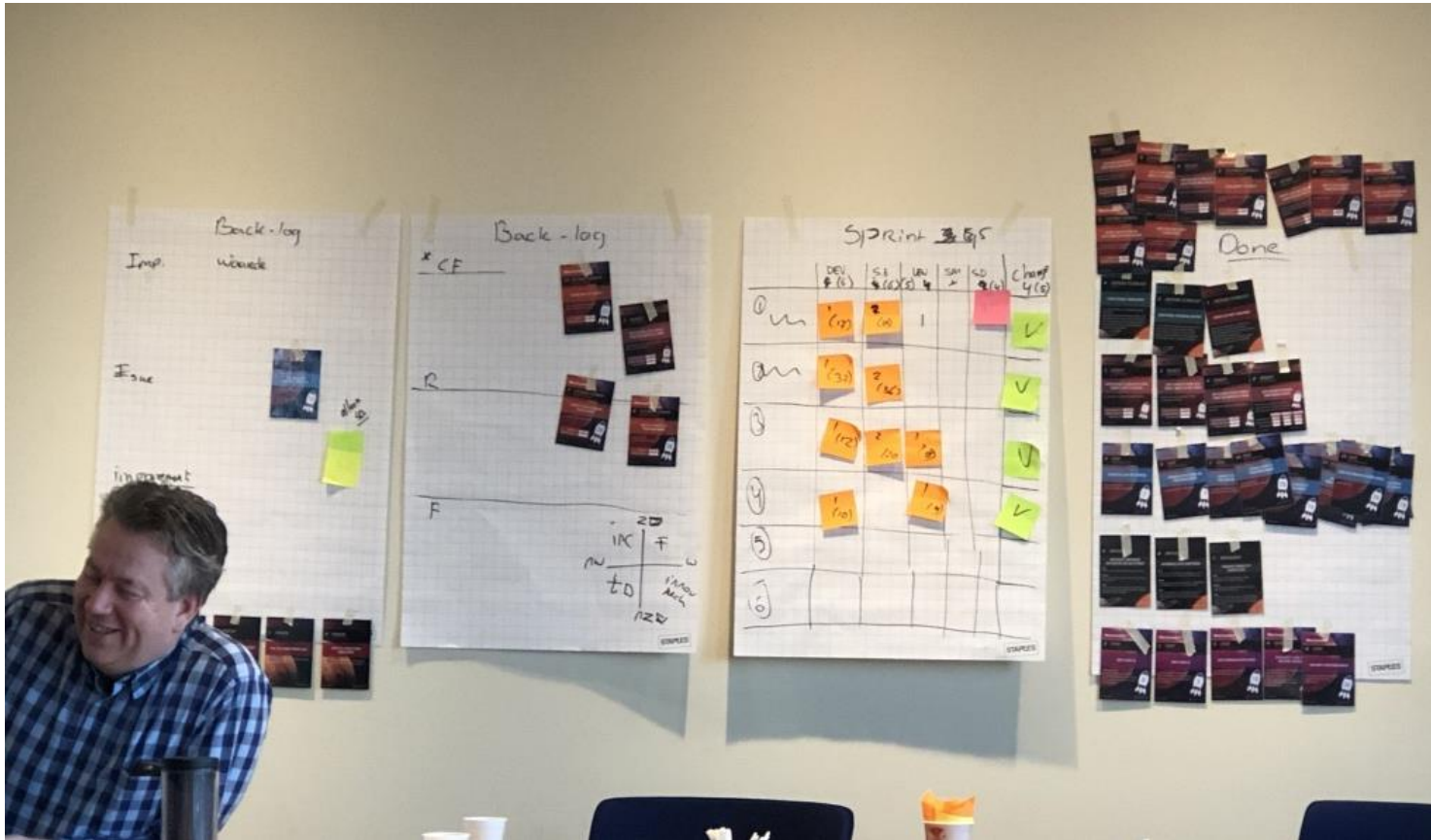
Source: VeriSM™ - A service management approach for the digital age

## Demand/Opportunity

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- Engage with stakeholders
- Understand business and customer needs
- Get a clear picture about VALUE
- Classify different types of work





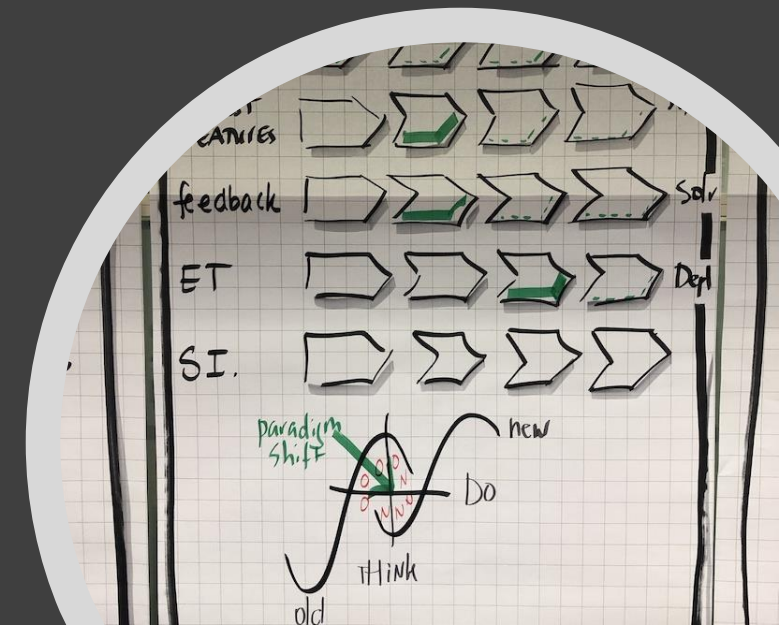
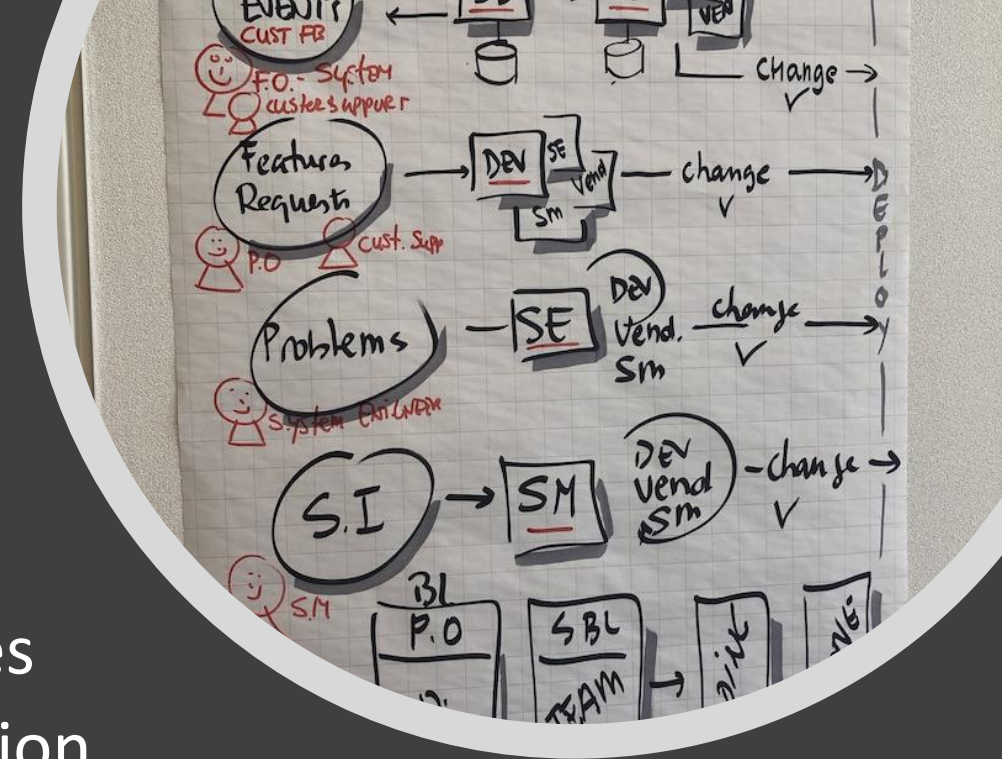
- Backlog
- Sprint Backlog
- Planning
- Proactive
- Just in Time
- Done

# Plan the Work



# Flow, Value Streams, Processes

- Design clever and fast flows, less procedures
- Design Value Streams, focus on Value Creation
- Define ownership
- Experiment with Flow and Improve





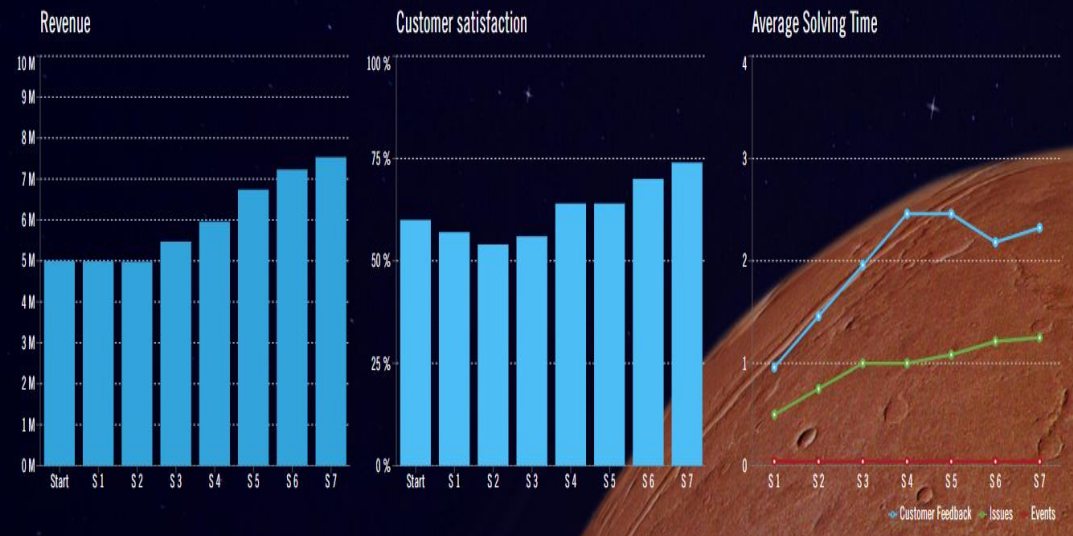
# Design/Co-create

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- Design as team
- Test before go live
- Quality at the source
- As late as possible
- Focus on High Quality Delivery and Support
  - Dimensions
  - Management Mesh

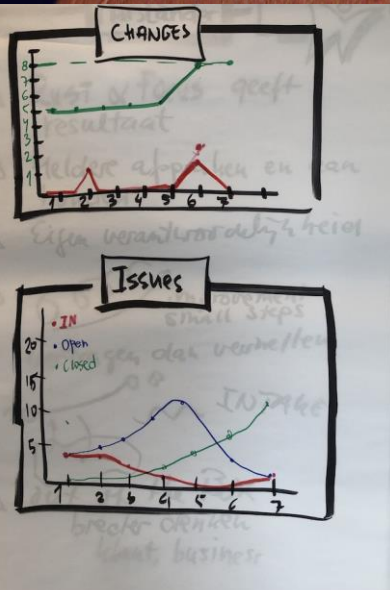


## DASHBOARD SPRINT 7



# Monitor and Measure

- Facts and figures
- Motivation
- Celebrate
- Supports Service Improvements
- Supports justification



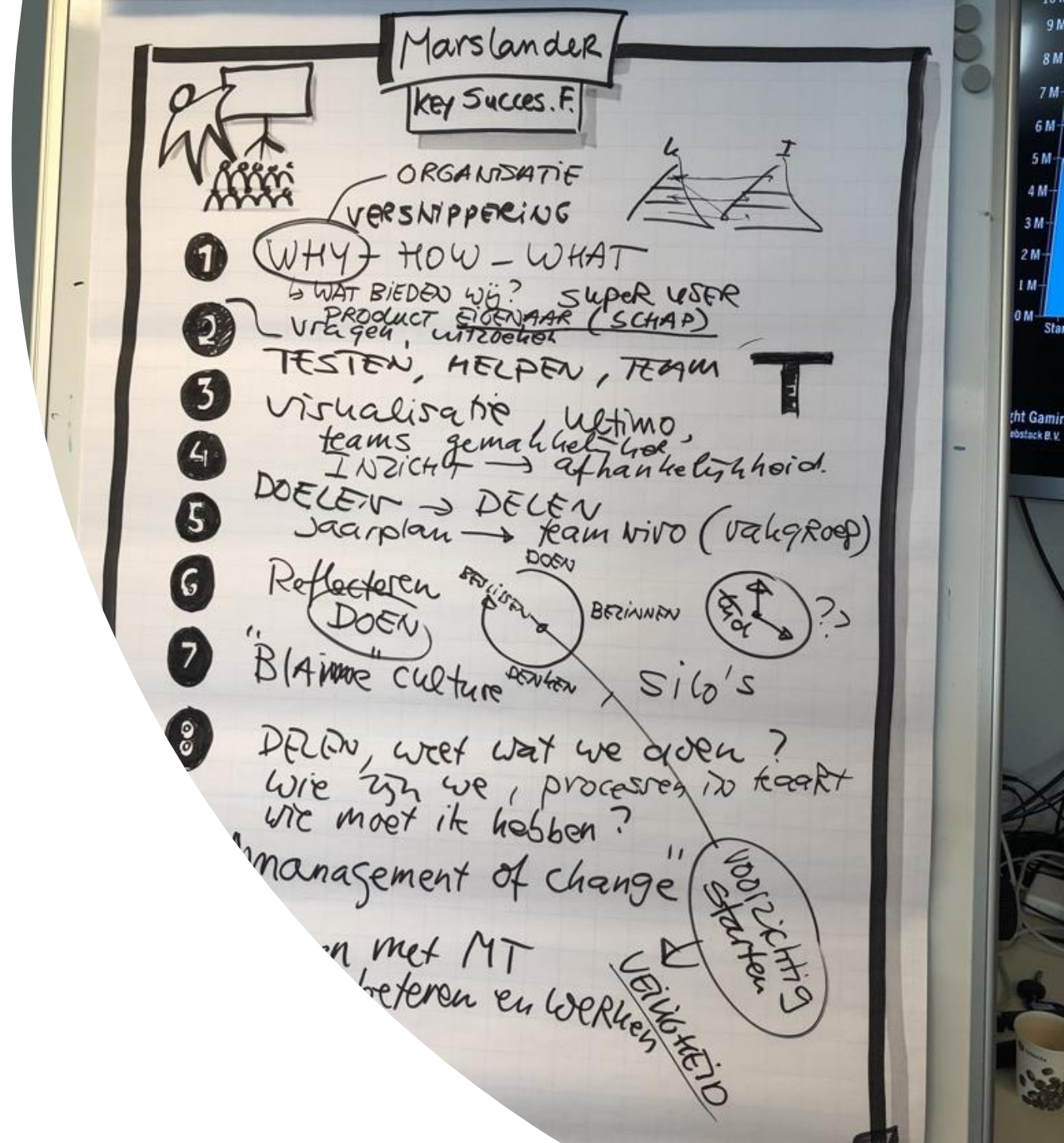
# Continual Improvement

- Standups
- Retrospective
- Continuous Learning and Experimenting
- TIME for Reflection



# DID IN SIM, NOT IN DAY-TO-DAY WORK!

- Communicate
- Collaborate as whole end to end team
- Engage with all stakeholders (customers)
- Improve, standups, share
- Work on shared goals
- Plan our work
- Visualize our work
- Prioritize based on customer impact
- Problem Management
- Celebrate





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THANKS

