Building the Backbone of the Framework: ITIL® 4 Guiding Principles

Chris Ward

AUTHOR AND TRAINER

@CHRIS_ITIL

Acknowledgements

What You'll Learn

What are the guiding principles?

How do the principles relate to value creations?

Guiding Your Organization Forward: The ITIL® Guiding Principles

A guiding principle is a recommendation that guides an organization in all circumstances, regardless of changes in its goals, strategies, or structures. It's universal and enduring.

Encourages and supports organizations in continual improvement at all levels

Organizations should consider all principles, not just one or two

Not all principles might apply, but should be considered

The Guiding Principles

Focus on value

Start where you are

Progress iteratively with feedback

Collaborate and promote visibility

Think and work holistically

Keep it simple and practical

Optimize and automate

Relating the Principles with Value Co-creation

The Guiding Principles

Focus on value

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Progress iteratively with feedback

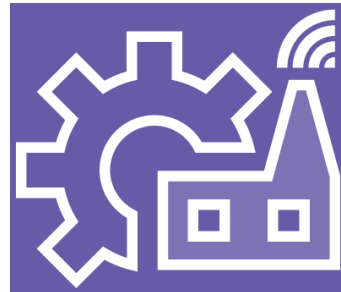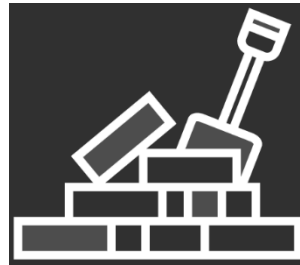**Collaborate and promote visibility**

Think and work holistically

Keep it simple and practical

Optimize and automate

The Guiding Principles
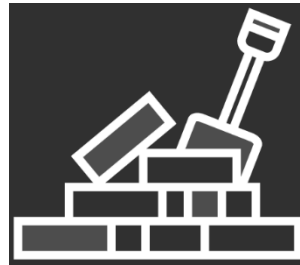
Focus on the Value

Understand and identify the service consumer

Understand the consumer's perspective of use

Map value to intended outcomes, which change over time

Understand the customer experience

The Guiding Principles
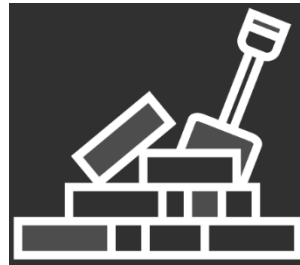
Start Where You Are

Look at what exists

Determine if successful practices/services can be replicated

Apply risk management skills in decision making

Recognize that you might need to start fresh

The Guiding Principles
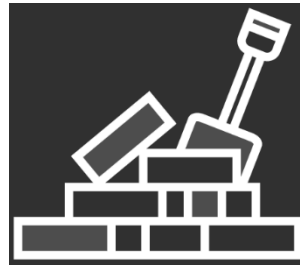
Progress Iteratively with Feedback

Comprehend the whole but do something

The ecosystem is constantly changing, use feedback

Fast does not mean incomplete

The Guiding Principles
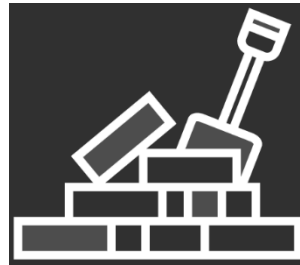
Collaborate and Promote Visibility

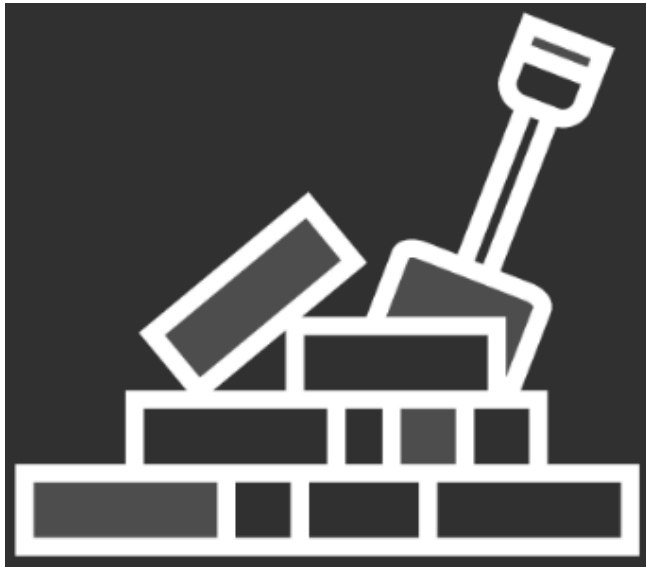**Collaboration does not mean consensus**

Communicate in a way the audience can hear

Decisions can only be made on visible data
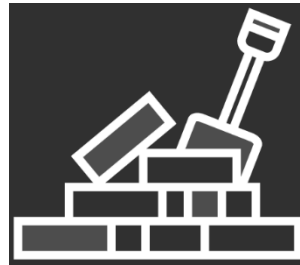
The Guiding Principles

Think and Work Holistically

Recognize the complexity of the systems

Collaboration is key to working holistically

Look for patterns between system elements when possible

Automation can facilitate holistic work

The Guiding Principles

Keep It Simple and Practical

Ensure value

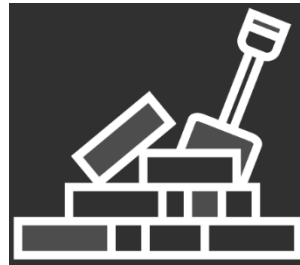Simplicity is the ultimate sophistication

Do fewer things but do them better

Respect the time of the people involved

Easier to understand, easier to adopt

The Guiding Principles

Optimize and Automate

Simplify and/or optimize before automating

Define your metrics

Understand and agree to the context for the optimization

The guiding principles help with value co-creation

- Know how service consumers use each service

- Encourage a focus on value among all staff

- Include focus on value in every step of improvement

- Focus on value even in daily operations

What You Learned

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