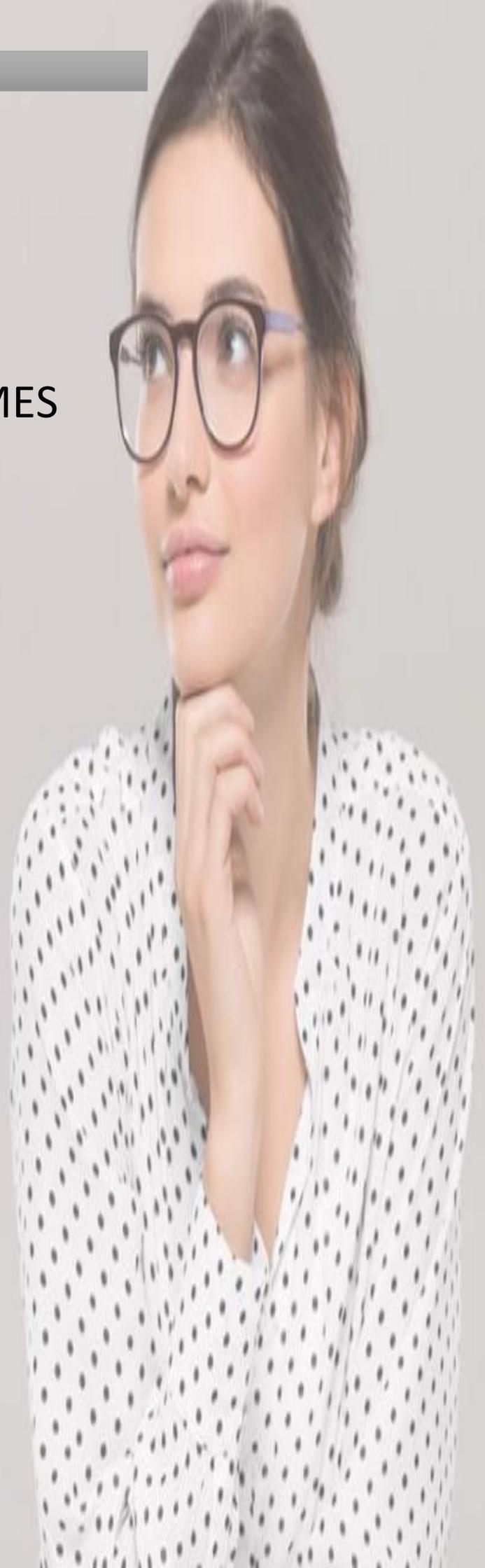


# IN-HOUSE ITSM CERTIFICATION SCHEMES





## We must adapt to business context and relevancy

We pass an IT service management (ITSM) exam such as ITIL®, or a project management exam such as PRINCE2® or an exam covering governance for IT such as COBIT® etc., So, does this ensure that we now adopt and adapt these best practices, principles and methodologies and in turn deliver quality services? Absolutely NOT.

In previous roles, I have interviewed personnel who have brought such generic certificates with them to the interview in order to evidence their qualification(s). Not to mention, the importance of such a generic certification is that this entitles such people to attend the interview (e.g., a prerequisite to apply for such a job). However, many are unable to remember anything about the topics which their certificate(s) represent in view that it was some time since they took the respective course/exam. I can relate to this because I passed my German exam in secondary school but cannot speak a word of German today, well that's not true, I know "danke" means "thank you", but that's not going to get me from A to B, is it?

These generic certificates are however are indeed a form of verification, acknowledgement, recognition of achievement and competence and therefore important. That said, such certificates incorporate two shortfalls i) certificates typically have a shelf life, and, ii) certificates do not always demonstrate site relevancy.

So, in the context of ITSM, whilst we need to understand, capture and adopt the generic framework based on years of industry learning from the best in class around the world, we equally need to transform and adapt this into business context and meaning. The answer is quite simple, we need to compliment the generic industry certification scheme with our own (in-house) certification scheme! If I put myself in an interviewer' role, and if an interviewee who let's say currently works for a company known as "AB&Z" limited, present to me not only their respective generic certificate, such as an ITIL certificate, but also added to this an AB&Z branded incident management certificate and an AB&Z branded availability management certificate, then to me this combination is a real wow' factor and 100% on the money as to speak.

In my opinion, this person clearly demonstrates currency, relevancy, meaning and context. This person demonstrates that they can transform theory into practice.

I highlighted this analogy simply to get the point across, however, this is not about people improving their CV, this is about truly engaging people in-house, this is about being able to achieve high levels of clarity and recognition in-house, and this is about promoting clear measurable improvement in-house.

So, let's get real and start truly guiding and aligning people's capabilities within the business, in fact let's do more than align people's capabilities with the business, let's integrate people's capabilities with the business!

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