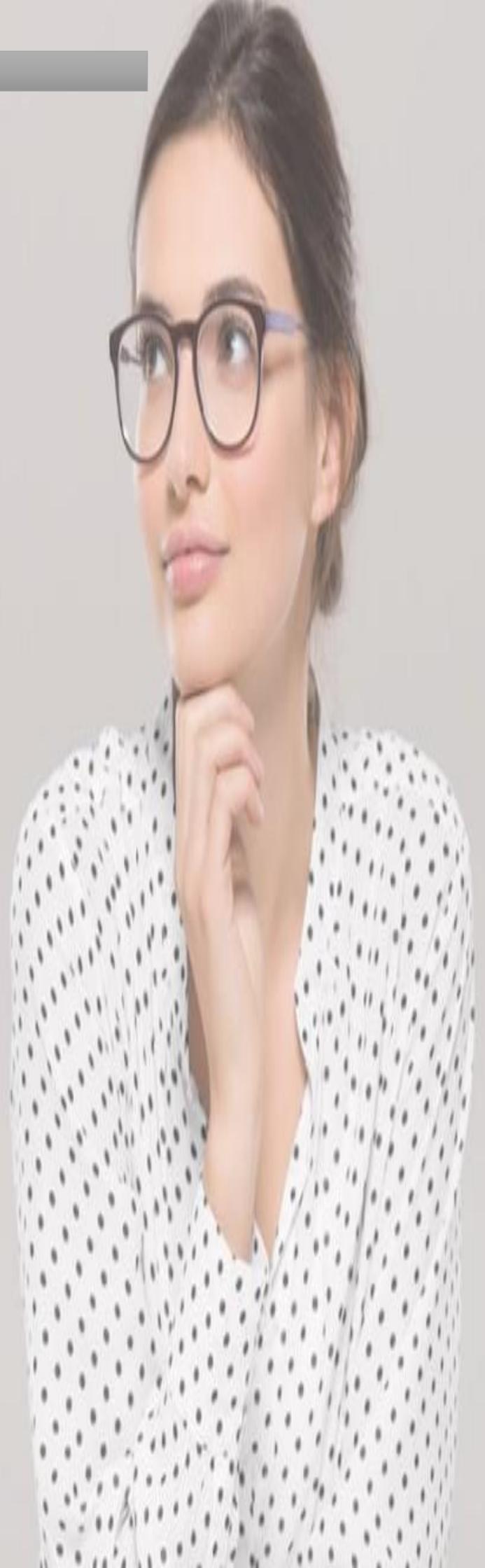


GREAT IDEAS AND WORK METHODS





Great Ideas and Work Methods

Why do people attend networking events such as forums and breakfast meetings etc.?

The reason of course is to listen and benefit from other people's ideas and methods and not to mention, promote their service portfolio. Unfortunately, these networking events and breakfast meetings are subject to people failing to attend, and then we have the gaps to when people are scheduled to come together again. We are bringing people's ideas and methods of working in a format that is "fast", "to the point", and "accessible 24x 7". We have just kick-started this, but we already have some great ideas and working methods, you can view these here:

<https://www.itsmassist.com/great-ideas>

Converting great ideas into working methods has got to be the top contributor to co-creating value and progression for both the provider and consumer. The challenge of course is identifying great ideas. It is amazing how we all have a lot to say but as soon as someone asks for an idea...silence...and even more silence...and still silence... Why is this?

As good service managers we are conditioned or should be conditioned to not just absorb what the stakeholder requires but try and understand their needs. For example, "I have a requirement to visit the library". So, we can either design to accommodate visiting the library, or ask why do I need to go to the library? My answer could be that I want to learn how to cook. Knowing this we could design a service which accesses digital resources to fulfil this need and not design to visit the library.

So, is this part reason as to why we struggle to identify ideas? E.g., are we just looking at the requirements? In other words when we look at working methods are we just looking at what is required rather than what is needed?

All that said, people who produce great ideas are the real stars, these people are top of the food chain in my opinion, over and above knowledge and experience. Knowledge and experience are vital but knowledge and experience depending on how it is applied can just mean that we are capable of pour a good cup of tea, and I am still learning how to do that!

You can see those great ideas we have so far <https://www.itsmassist.com/great-ideas>

Trevor Wilson

E: twilson@itsmassist.com