



Pink Elephant's Management Resource Center

Helping You Overcome A Lack of Resources

Author : Troy DuMoulin
Version : 1
Date : July 13, 2011



Pink Elephant's Mission is to research and publish information related to IT Management best practices in support of our client community. In 2011 Pink Elephant published an update to a research paper called "The Seven Enablers and Constraints of ITSM" that focuses on the critical success factors for IT Service Management (ITSM) project success. The findings of our research identified that the top 3 constraints across hundreds of organizations relate to organizational culture and the scarcity of resources.

Top 3 Constraints – ITSM Project Constraints:

#1 – Organizational Culture; 66% of respondents

#2 – Availability of Resources; 65% (Time, People, Money) of respondents

#3 – Organizational Ability To Deploy; 57% of respondents

In response to this data Pink Elephant has developed a uniquely tailored service offering we call our [IT Management Resource Center](#) comprised of a collection of our most successful online tools and virtual access to our world renowned ITIL[®] Experts and coaches in order to address the resource constraints your organization faces related to these top issues.

1. PinkATLAS: An online resource library containing:
 - Program and project management plans and job aids
 - Hundreds of content-rich sample documents including process templates and design flow charts for 15 processes, management reports, and more
 - Access to the official ITIL Online Library & Pink Elephant books and papers
2. PinkSCAN Online: ITSM Process Maturity assessment tool
 - Hundreds of online assessment questions are available to you
 - Baseline your current status against our benchmark database and plot your improvement over time
 - Map your organizational culture in relationship to Supportive Climate, Information Flow, Innovation and Respect for Rules
3. PinkREADY Online: Organizational Change Readiness assessment
 - Assess your organization's readiness for change in 22 key cultural areas
 - Identify and manage major strategic, organizational and project constraints that will potentially de-rail your project
4. Ask The Expert: Virtual access to live one-on-one consulting support
 - The industry's leading experts are available to you



ITIL Projects are People projects!

It is Pink Elephant's observation that many organizations that start programs to improve IT Service Management processes and service delivery capabilities are frustrated by a general lack of results or an overall failure to achieve their ambitious goals.

Much of that frustration can be directly attributed to a single, pervading factor:

“Contrary to popular belief and practice ITSM projects are not primarily about documenting processes or buying and configuring an IT Service Management tool!”

Certainly these two elements are necessary and even critical but they are still only enablers - not the goal itself.

- Documenting processes is a necessary step due to a quirk of human nature that believes that unless a practice is written down and enforced it remains un-defined and open to argument and interpretation
 - **PinkATLAS:** Saves you hundreds of people hours by providing you example documents you can tailor for your organization versus starting from scratch
- The Service Management tool certainly contributes to the goal by lifting the process from paper and making it tangible, visible, measureable and hopefully more efficient. (Though not always the case)
 - **PinkATLAS:** Provides you with a deep set of suggested metrics and Key Performance Indicators to configure your ITSM tools to support Continual Service Improvement

But neither of these significant accomplishments is guaranteed to change people's behavior!

They are necessary and need to be accomplished in the most efficient way possible. Pink's IT Management Resource Center has been developed specifically to provide you access to the time saving resources you need to address the integrated complexities of People, Process and Tools while you focus on the most critical success factor of your project "People & Behavior Change".

Gaining a clear understanding of the political and cultural obstacles you face is the first step in successfully achieving your organizations transformation goals and deploying ITIL best practices.

Pink's IT Management Resource Center provides several tools to support the critical people change objective.



1. **PinkSCAN:** Provides key information into your current state of practice and level of cultural support for following a common process.
2. **PinkREADY:** Provides critical insights into 22 areas of risk related to management of change and project readiness.
3. **PinkATLAS:** Contains rich information related to process governance, organizational structure and process roles which you need to establish.
4. **Ask The Expert:** Provides you access to a trusted advisor that has worked with dozens of companies just like yours and can provide guidance on the best way to address your challenges based on experience.

In summary, achieving success by delivering real value and benefits from your ITSM projects is not an option. Consider the top three constraints that organizations face on ITIL projects and develop a practical plan and approach for dealing with the reality of organizational transformation and limited resources.

ITIL® is a Registered Trade Mark of the Office of Government Commerce in the United Kingdom and other countries.