

Contents

- About the Professional Service Management Framework (PSMF) (3-4)
- About Professional Services (PS) Professional (5-9)
- Mapping PSMF and PS Professional (10-19)
- Further information (20)

Professional Service Management Framework (PSMF)

The Professional Service Management Framework (PSMF) – developed by itSMF-UK – offers a new way to encourage personal and professional development in service management. While other roles and career paths are widely understood, the service management profession is not clearly defined or appreciated. Our roles require a number of skills and competencies beyond our technical capability, such as business knowledge, leadership, and communication.

The framework of 42 competency areas (outlined in the next slide) helps organizations and individuals to identify and foster the skills needed in today's service management environment. That includes not just the core technical capabilities which are well understood but the interpersonal, business, and leadership skills that are increasingly in demand.

itSMF UK

PROFESSIONAL SERVICE MANAGEMENT FRAMEWORK

		<u> </u>		•••	+	- <u>-</u>
	Your organisation & marketplace	IT/technical knowledge	Core ITSM practice areas	Interpersonal/ relationship skills	Self-management & leadership skills	General business & management skills
	This category focuses on the service management professional's knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes.	This category concentrates on the service management professional's wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.	This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.	This category focuses on the service management professional's soft skills and competencies in relation to their relationships with and working with colleagues and external contacts	This category is intended to cover the service management professional's key personal qualities and abilities which give them the ability to lead others.	This category covers a wider range of supplementary/ ancillary business & management skills of which some skill/ knowledge/ experience would be beneficial to a service management professional.
Key Knowledge and Skills						
	Organisational structure	Technologies	Plan	Communication skills	Confidence, drive & assertiveness	Organisational change/ development
	Corporate/business strategy	Products/services/ applications	Design	Empathy and getting on with different personalities	Strategic & creative thinking	Project/programme management
	Marketplace/external trends	Standards/codes/regulations	Build/deploy	Influencing & persuading	Problem-solving/decision- making	Business report writing & case/proposal making
	Competitors	IT frameworks, models, processes & methodologies	Deliver	Negotiation	Motivation & team building	Social media/marketing comms
	Customers	Emerging technologies &	Organise/motivate	Collaboration	Coaching & performance	Financial analysis & planning

Organise/motivate

Integrate

Control

Collaboration

Facilitation & consulting

Relationship handling/

development

www.itsmf.co.uk

Financial analysis & planning

Marketing strategy

Contract/commercial law



management

Strategic planning

Change planning &

management

trends

Vendors/suppliers

Software/data/asset

management

Customers

Product/service portfolio

Governance

The Professional Services Professional

PS Professional is the world's only dedicated certification scheme designed to develop and recognize your technical, commercial and personal strengths.

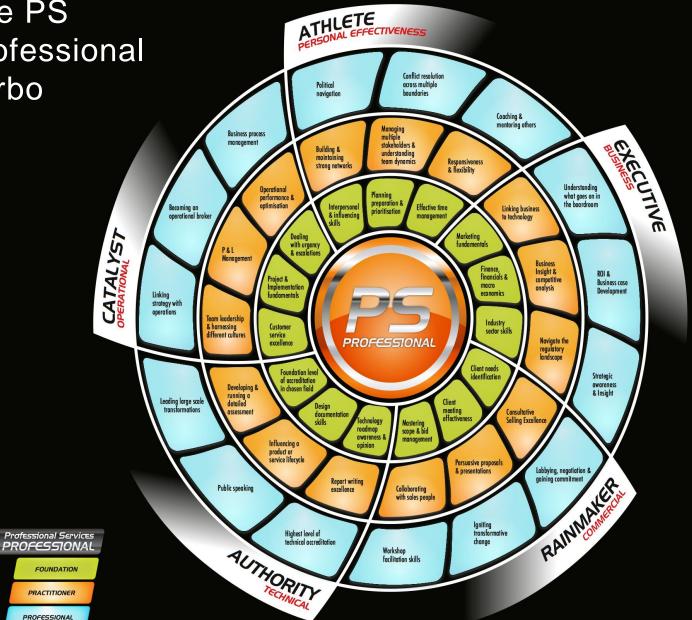
It takes more than technical skills alone to distinguish stand out in today's professional services world. Modules of the PS Professional certification scheme, developed by experienced Professional Services practitioners and monitored by an independent board, will help to unlock your potential and help you rise above the crowd.

Whilst recognizing existing technical certifications, PS Professional aims to shape the consultant of tomorrow, expanding upon their technical expertise to offer greater commercial insight and personal effectiveness through a practical and respected training and certification programme.



The PS **Professional** Turbo

> **FOUNDATION** PRACTITIONER PROFESSIONAL





Rainmaker

Develop your sales expertise

What are the key things you'll learn?

- Enhancing your commercial awareness and sales orientation.
- Mastering the art of accurately identifying and assessing client needs.
 - Aligning client needs with current and future business offerings.
 - Be more effective in client engagements.
 - Mastering bid and scoping proposals/documents.



Athlete

Become an informed member of a professional services delivery team

What are the key things you'll learn?

- Maximizing your effectiveness and productivity.
- Building and maintaining trust and effective relationships with colleagues and clients.
- How to learn and benefit from concepts for efficiency and productivity.
- Enhancing your influencing skills for more productive and profitable outcomes.
- How to become a productivity ninja!



Executive

Understand the business landscape and the financials.

What are the key things you'll learn?

- Mastering the business landscape, going beyond technical expertise.
- Bolstering your strategic awareness & insight.
- Developing your understanding of the economy and implications on your industry.
- Recognizing the basics of financial management.
- Assessing the key elements of marketing and identify the key fundamentals to business strategy.



Catalyst

Cultivate transparent communication with customers

What are the key things you'll learn?

- Master the principles of effective client & stakeholder engagements.
- Improve your ability to manage expectations.
- Help to foster a culture of customer service excellence.
- Understand project and implementation fundamentals.
- Become more effective at dealing with urgency and escalations.



Authority

Develop sound technical knowledge in a chosen field.

What are the key things you'll learn?

- Understanding the six distinct categories of disruptive technology and their impact on adoption.
- Gaining technology awareness that supports appropriate technology forecasting.
- Using model-based techniques for forecasting disruptive technology.
- Improving identification and assessment of your organization's capabilities for adapting to technology change.
- Developing and enhancing design documentation skills.



Supporting PSP module / syllabus items:



Your organisation & marketplace

This category focuses on the service management professionals knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes. Organisational structure

Corporate / business strategy

Marketplace / external trends

Competitors

Customers

Product / service portfolio

Governance

CATALYST: Guidelines for organizational policies and practices that constitute an infrastructure for consistently managing expectations

RAINMAKER: Purpose of the seven business development process phases

RAINMAKER: Relationship between customer's issues, motivators and hot buttons

RAINMAKER: Ways in which successful relationship developers get extended time with senior executives

RAINMAKER: Principles that apply to how people buy

CATALYST: Guidelines for communicating customers' expectations



Supporting PSP module / syllabus items:



Your organisation & marketplace

This category focuses on the service management professionals knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes. Organisational structure

Corporate / business strategy

Marketplace / external trends

Competitors

Customers

Product / service portfolio

Governance

EXECUTIVE: Three generic business growth strategies and how they impact each other

EXECUTIVE: Porter's three generic marketing strategies

EXECUTIVE: Purpose of PEST analysis, when and how to use it

EXECUTIVE: Structure of a business and marketing plan

EXECUTIVE: Purpose of Porter's Five Forces theory of industry analysis, when and how to use it

EXECUTIVE: Physical and service elements that make up a successful product bundle

EXECUTIVE: Product/service adoption process

EXECUTIVE: Product/quality/price proposition



Supporting PSP module / syllabus items:



IT/technical knowledge

This category concentrates on the service management professionals wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.

Technologies

Products/services/applications

Standards/codes/regulations

IT frameworks, models, processes & methodologies

Emerging technologies & trends

Vendors/suppliers

Software/data/asset management

AUTHORITY: Factors that characterize technology from more general knowledge

AUTHORITY: Link between technology strategy and business strategy

AUTHORITY: Difference between sustaining technologies and disruptive technologies

AUTHORITY: Difference between emerging technologies and disruptive technologies

AUTHORITY: Attributes to consider when assessing the disruptive influence of a technology



0

IT/technical knowledge

This category concentrates on the service management professionals wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.

Technologies

Products/services/applications

Standards/codes/regulations

IT frameworks, models, processes & methodologies

Emerging technologies & trends

Vendors/suppliers

Software/data/asset management

Supporting PSP module / syllabus items:

AUTHORITY: Two types of data used in technology forecasting: statistical and expert opinion

AUTHORITY: Characteristics of statistical data defined by Vanston and Vanston

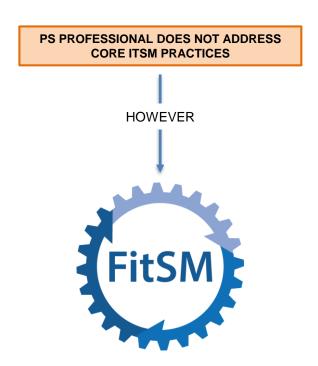
AUTHORITY: Characteristics of data derived from expert opinion defined by Vanston and Vanston

AUTHORITY: Four types of technology forecasting methodologies defined by Vanston and Vanston

AUTHORITY: Techniques used in Extrapolation and Trend Analysis

Core ITSM practice areas This category covers the key core process/practice areas (elements) that make up ITSM as an overall function. Design Deliver Deliver Organise / motivate Integrate Control

Supporting PSP module / syllabus items:



Supporting PSP module / syllabus items:



Interpersonal/ relationship skills

This category focuses on the service management professionals soft skills and competencies in relation to their relationships with and working with colleagues and external contacts Communication skills

Empathy and getting on with different personalities

Influencing & persuading

Negotiation

Collaboration

Facilitation & consulting

Relationship handling/development

ATHLETE: Six ways to make a lasting impression

RAINMAKER: Importance of nonverbal communication

ATHLETE: Difference between character and personality ethics

ATHLETE: Impact of perfection on positive momentum

ATHLETE: Ways to merit and maintain others' trust

ATHLETE: Ways to lead change without resistance or resentment

CATALYST: Purpose and challenges of collaboration

ATHLETE: Symptoms of stress, stress triggers, and how to overcome them



Supporting PSP module / syllabus items:

j'

Self-management & leadership skills

This category is intended to cover the service management professionals key personal qualities and abilities which give them the ability to lead others. Confidence, drive & assertiveness

Strategic & creative thinking

Problem-solving/decisionmaking

Motivation & team building

Coaching & performance management

Strategic planning

Change planning & management

EXECUTIVE: Composition and use of decision trees

CATALYST: Purpose of the sequencing to Kotter's 8-Step Model technique

Supporting PSP module / syllabus items:



General business & management skills

This category covers a wider range of supplementary/ ancillary business & management skills of which some skill/ knowledge/ experience would be beneficial to a service management professional.

Organisational change/development

Project/programme management

Business report writing & case/proposal making

Social media/marketing comms

Financial analysis & planning

Marketing strategy

Contract/commercial law

CATALYST: Characteristics and core elements of project, programme and portfolio management

RAINMAKER: Objective of, and guidelines for, the decision gates at process milestones

RAINMAKER: Purpose and benefits of capture planning

RAINMAKER: Key roles and responsibilities of the capture manager, program or project manager and proposal manager in a capture team

RAINMAKER: Guidelines for presentations to customers



General business & management skills

This category covers a wider range of supplementary/ ancillary business & management skills of which some skill/ knowledge/ experience would be beneficial to a service management professional.

Organisational change/development

Project/programme management

Business report writing & case/proposal making

Social media/marketing comms

Financial analysis & planning

Marketing strategy

Contract/commercial law

Supporting PSP module / syllabus items:

EXECUTIVE: Structure, purpose and limitation of a cash flow statement

EXECUTIVE: Difference between the two fundamentally different types of market

EXECUTIVE: Kotter's 4Ps of marketing, when and how to use it

EXECUTIVE: Difference between selling and marketing

EXECUTIVE: Identification of consumer needs based on Maslow's hierarchy

EXECUTIVE: Difference between features, benefits and proofs

EXECUTIVE: Purpose of Curry's Pyramid (customer marketing and relationship management), when and how to use it

EXECUTIVE: Principles of intellectual property and protection methods such as patents, copyright, designs, trademarks, logos, names, domains



Further information



- http://psmf.global/
- https://www.itsmf.co.uk/?page_id=46



- http://psprofessional.com/
- https://apmg-international.com/product/ps-professional



- https://fitsm.itemo.org/
- https://apmg-international.com/product/fitsm