

A large satellite dish antenna, known as the Arecibo radio telescope, is shown from a low angle, emphasizing its massive scale. The dish is a complex lattice of metal struts and is mounted on a concrete structure. In the background, there are green, forested mountains under a clear blue sky with a few wispy clouds. The bottom half of the image is overlaid with a semi-transparent magenta/pink gradient.

 **APMG** International

PSMF & PS PROFESSIONAL MAPPING

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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.



 Your organisation & marketplace	 IT/technical knowledge	 Core ITSM practice areas	 Interpersonal/relationship skills	 Self-management & leadership skills	 General business & management skills
<p>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.</p>	<p>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.</p>	<p>This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.</p>	<p>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</p>	<p>This category is intended to cover the service management professional's key personal qualities and abilities which give them the ability to lead others.</p>	<p>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.</p>

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 & trends	Organise/motivate	Collaboration	Coaching & performance management	Financial analysis & planning
Product/service portfolio	Vendors/suppliers	Integrate	Facilitation & consulting	Strategic planning	Marketing strategy
Governance	Software/data/asset management	Control	Relationship handling/ development	Change planning & management	Contract/commercial law





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.

Home

Certification

FREE

Community

About

People

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.

Assess Yourself Now

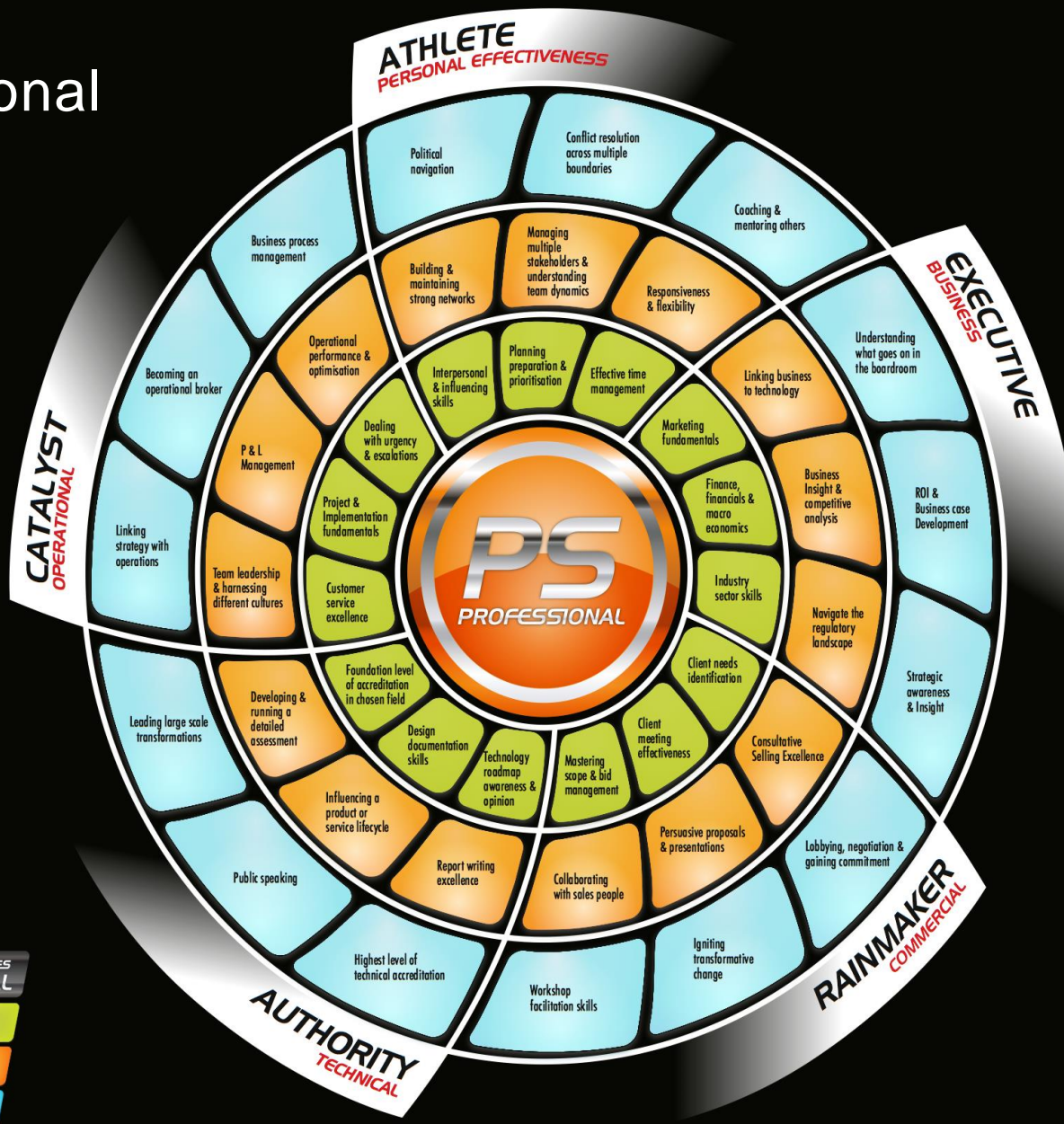
Whilst recognizing existing technical certifications, PS Professional aims to shape the consultant of tomorrow, expanding upon their technical expertise to offer greater commercial insight and personal effectiveness through a practical and respected training and certification programme.



About Turbo



The PS Professional Turbo





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.

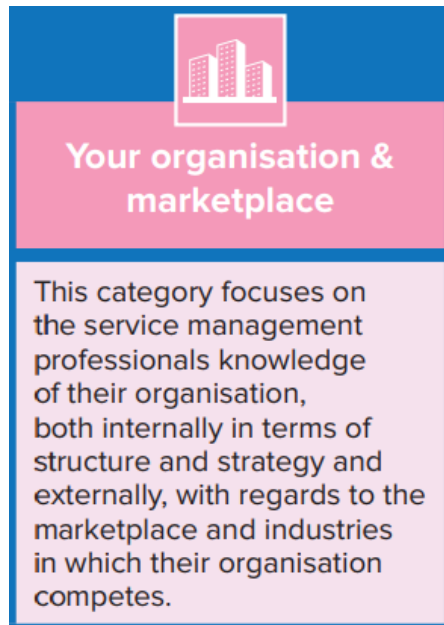
What are the key things you'll learn?

- 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.

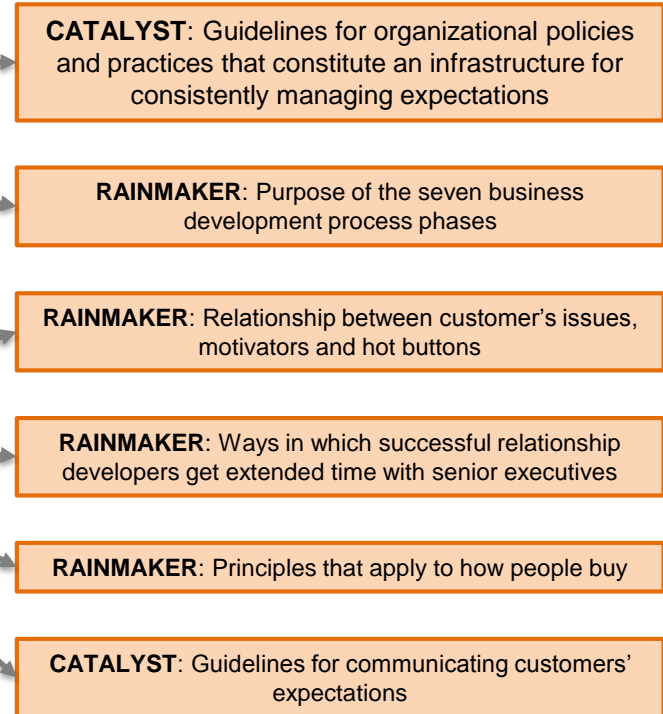
PS Professional & PSMF Mapping



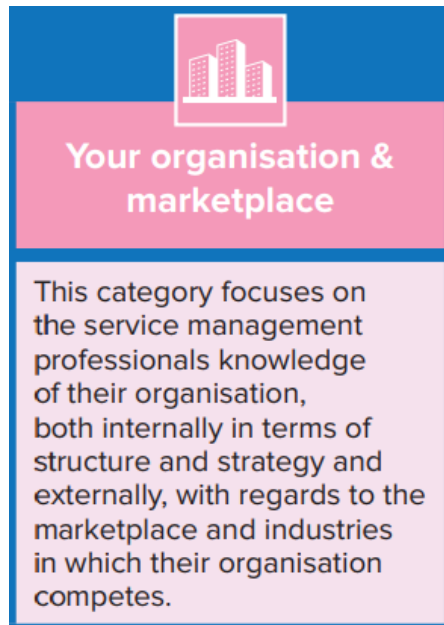
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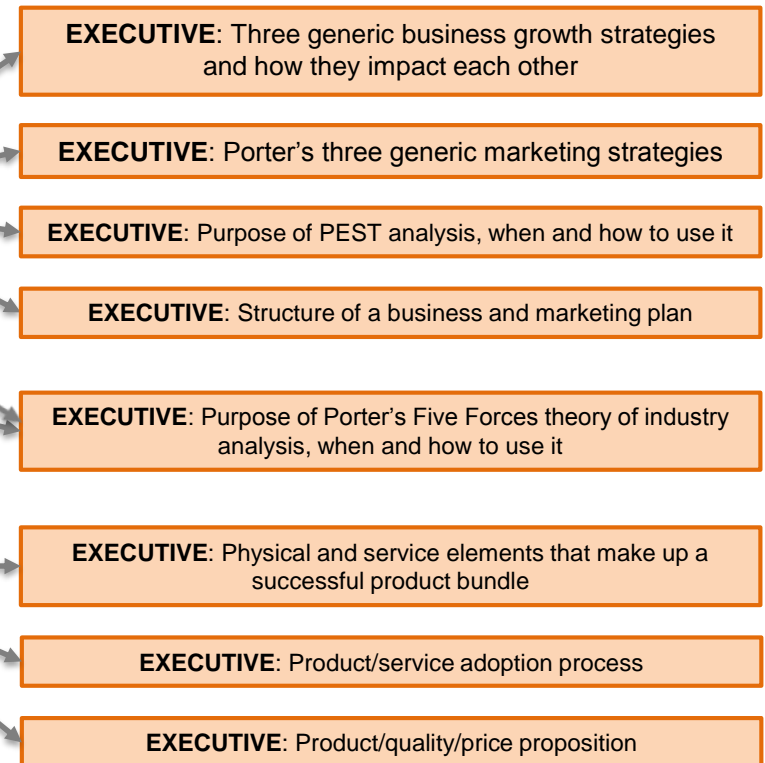
Supporting PSP module / syllabus items:



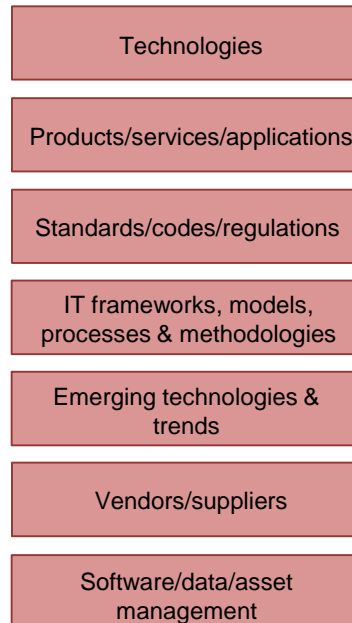
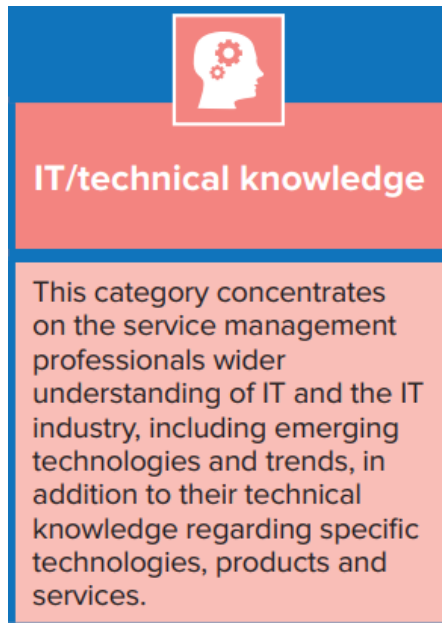
PSMF competence area:



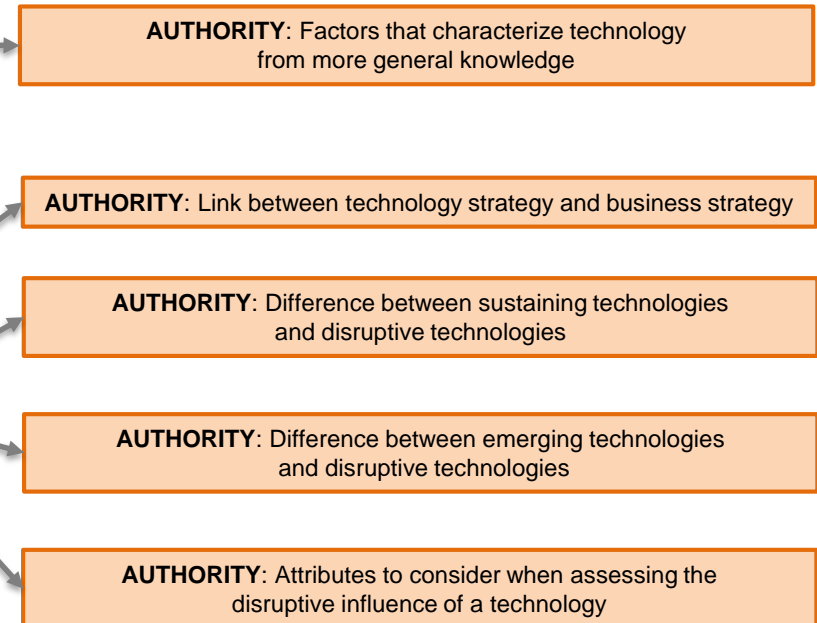
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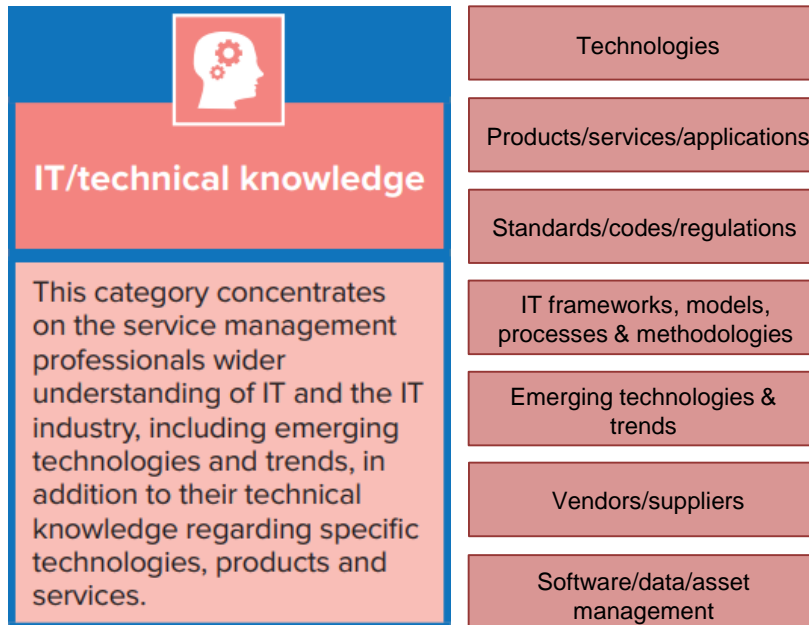
PSMF competence area:



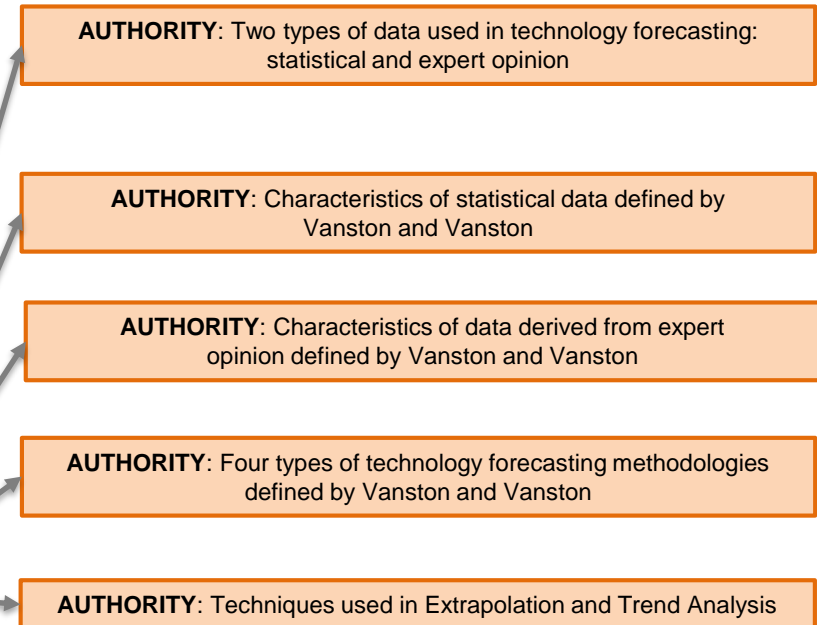
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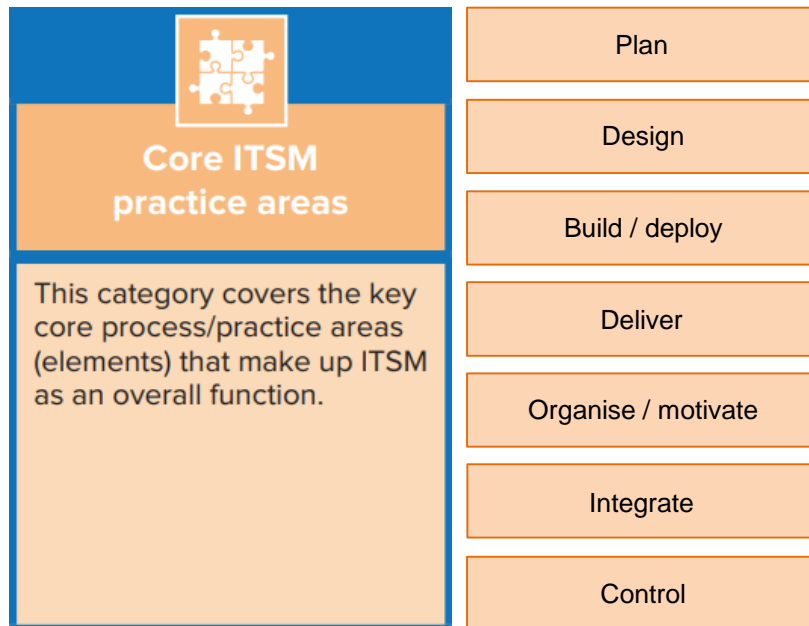
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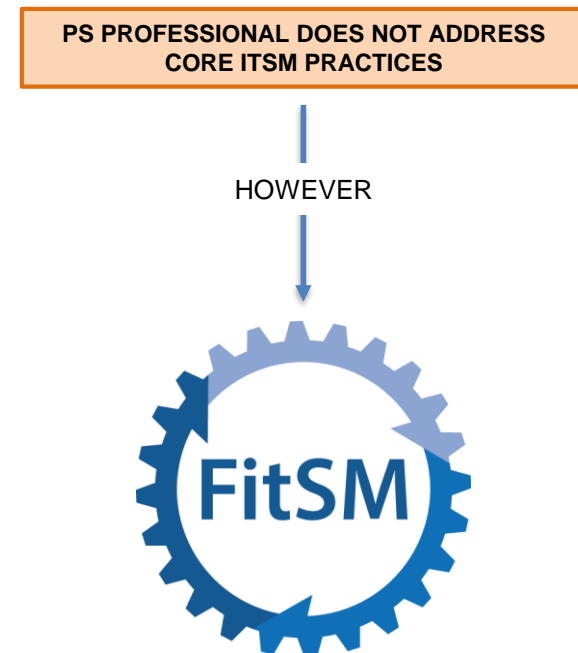
Supporting PSP module / syllabus items:



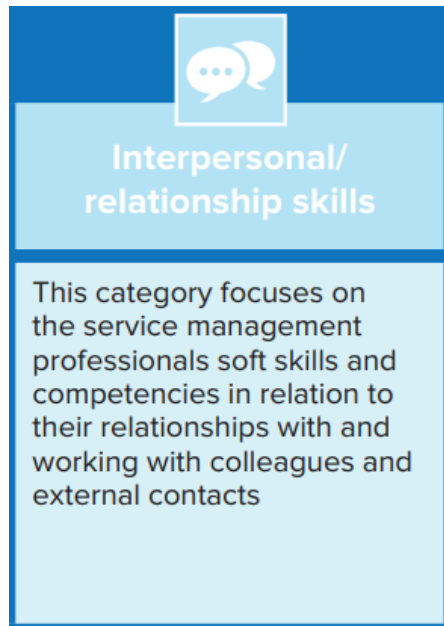
PSMF competence area:



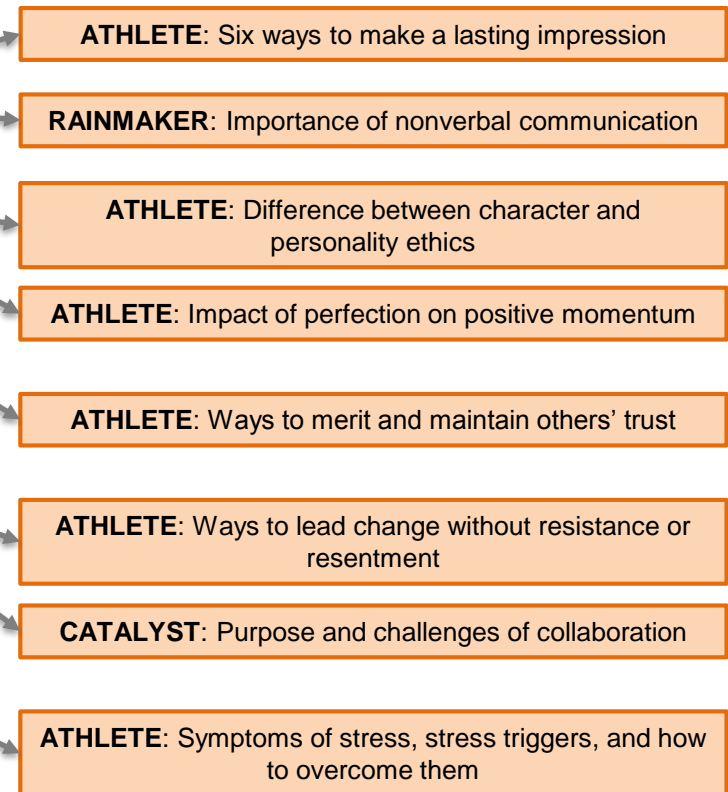
Supporting PSP module / syllabus items:



PSMF competence area:



Supporting PSP module / syllabus items:



PSMF competence area:



Supporting PSP module / syllabus items:

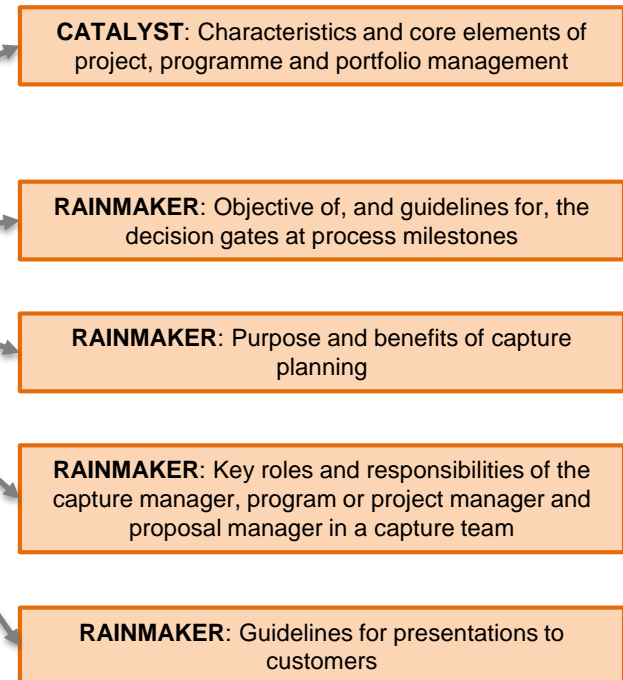
EXECUTIVE: Composition and use of decision trees

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


PSMF competence area:



Supporting PSP module / syllabus items:



PSMF competence area:



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>