

Attitude, Behaviour
and Culture of ICT

Card Game

What is ABC of ICT™ ?



ABC of ICT™ stands for **Attitude, Behavior and Culture within ICT organizations**. It is the ABC aspects that will determine the success or failure of your ITSM initiatives. Successfully addressing ABC will ensure: buy-in, commitment, involvement, ownership, self improvement, continual improvement and more importantly an ITSM organization that can realize business added value, an efficient and effective ICT organization with satisfied customers and employees.

ABC for other areas

ABC is not unique for ICT. ABC is equally relevant for Project Management, Business process management and more.

GamingWorks can customize the ABC cards to address specific needs. If you would like a specific set of ABC cards to focus on your company's needs let us know.

More about ABC of ICT™

The ABC of ICT™ has been developed by Paul Wilkinson and Jan Schilt of GamingWorks supported by Professionals from all over the World.

Other ABC products*

In the ABC of ICT™ catalog you can find:

ABC of ICT™ deck of cards

ABC of ICT™ exercises

ABC of ICT™ pocket guide

ABC of ICT™ workbook

ABC of ICT™ course material

* due out late 2008

Customizing this card deck

Companies who want to give away this card deck within their own organization can have their own logo printed on the back and can have some of their own specific ABC cards added to this deck*. This makes the ABC card deck an effective communication instrument to support your own ITSM initiative, helping create awareness for the need to change the ABC.

* Minimum order levels apply

Using the ABC of ICT™ card deck

The card deck consists of 57 cards.

13 cards about Attitude

13 cards about Behavior

13 cards about Culture

13 cards about Stakeholders

5 jokers (representing People, Process, Product, Partner & Performance)

Each card contains a 'worst practice' example of ABC. The aim is to confront people with ABC worst practices that they recognize within their own organization. The aim is to trigger the thinking process of the players and open discussion and dialogue about the ABC issues within your organization. To help identify the relevance and impact and help prioritize and select improvement needs.

An example exercise (1)

Gather a team of managers around a table. Take the User or CEO stakeholder card from the deck and place it on the table. Split the team into 3 groups. One group will take the 'A' cards, one the 'B' cards and the third the 'C' cards. If we were to give these cards to the stakeholders on the table, which cards would they think represents the ICT organization? Discuss the findings.

Please refer to © GamingWorks when referring to the Card Deck and/or ABC of ICT logo.

2
♣

A

"...ITIL uses the terms
'Customers' & 'Users'
what terms do you use?..."



No respect for, or
understanding of,
customers & users

♣
2

3
♣

The second line
smartass know-it-all
whizzkid talking to the
first line support geek



"If I told you how
to fix it you'd know as
much as me...we can't
have THAT!"



♣
3

Knowledge is power!

4
♣



"...you can't think in longer term horizons, run around like a headless chicken, no clue about planning.....we've decided to make you CIO!"



IT not seen as an added value partner to the business



5
♣

CEO & CIO taking
some marriage
guidance advice.



Neither partner makes
an effort to understand
the other



6
♣

A ↻

"ITIL? Just ignore it and it will soon go away..., it's just another management toy."



♣
9

IT'IL never work here...

7
♣

Your view of systems management tool needs isn't what the supplier sees.



My TOOL will solve ALL your ITSM problems

♣
7

8♣



"It is a brilliant IT solution...
I only wish I had a Business problem to go with it!....."



IT thinks it doesn't need to understand the business to make a business case

♣
8

9
♣



"....Don't do as
I DO..... Do as I SAY!..."



♣
6

Walking the Talk

10



"We've to put toilet paper in the IT managers Printer....his reports will be useful for 1 thing at least."



No respect for, or trust in,
IT management



10

J
♣

"80% of problems
& changes are caused by
the users. The best way
to increase quality of
service is...."



Let's outsource the business
-- we'd be better off

♣
1

Q
♣

A

"...here are the emergency updates to the onboard navigation software!"



No understanding of
business priority
& impact

♣
Q

K
♣

A

"...I don't understand.
I used the ITIL
procedures... according to
me you are now a satisfied
customer!"



**ITIL is the objective... .
Not what it should achieve.**

♣
K

A
♣



"...I have 22 points.
Therefore I am fully certified
in ITIL, therefore I am right...
therefore
you must be satisfied..."



**ITIL certification means
I know what I am doing**

♣
A

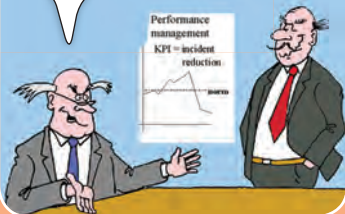
2



Key performance indicator: 'reduction in the number of incidents'



"Closing the Help Desk between 09:00 & 17:00 isn't what I had in mind!"



We don't measure our value contribution to strategy

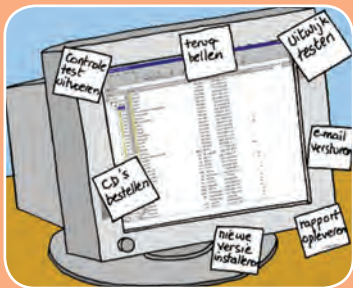


2

3



**Business users....making
the most of the technology
available to them!....**



**Too little business
involvement in requirements
specification & testing**



€

4
♦

Using technology for
knowledge transfer
"record what I know to
help my colleagues?"



"Let the telephone ring
long enough and the users will
give up & stop bothering you!..."



Not capturing the right
knowledge for reuse



5



"You have my full commitment. Apart from time, money, effort & just so long as I don't have to be involved!"



**No management
commitment**



5

6



"...I know I say everything is urgent.....but this time I really mean it.....honestly!"



Everything has the highest priority... according to the users



9

7



"...here are the procedures we produced for you..."



Throwing solutions over the wall and **HOPING** people will use them



7

8



"We chose you for your promise to implement all of ITIL in 3 months!"



We're going to **INSTALL**
ITIL...it can't be that hard



8