

Communications Stakeholder Analysis

Stakeholders in the service management improvement plan are defined as groups and individuals that have an interest in, are involved in, or will be affected by its ongoing development.

ABBREVIATIONS

SMIP
Service Management
Improvement Plan

CIT
Company
IT department

CR
Change
Request

AUDIENCE & COMMUNICATIONS THROUGH EXISTING GROUPS OF KEY PEOPLE	PARTICIPATION Advisory • Beneficiary Blocker • Influencer Participator • Supporter	AREAS OF INTEREST / ISSUES	CHANNELS FOR COMMUNICATION	MESSAGE
Companywide communication	Advisory	Organisational update including new opportunities, good news, successes	Regular email update (weekly) – make sure CIT appears with good news on a regular basis	Achievements on major activity Promotion of CIT service provision and reputation
IT Management Team	Participator Advisory	Key IT improvements and initiative updates	Monthly email Report into Management Team meeting Dashboard	Progress on SMIP Keeping IT Management Team informed of service improvements
IT Services Management Team meetings	Participator Advisory	SMIP action updates Management issues	Fortnightly management meeting Email update to team	Progress on SMIP Keep team members informed of actions
Individual support Team meetings	Participator	SMIP action updates Company updates (received monthly)	?? Team meeting ?? Email team update	Update team members on actions arising Improve co-operation and support of activity
Workshops for Process development	Participator	Inclusive discussions on the development of processes	Participation Output captured and shared	Development of improvement Demonstration of improvement action
IT User survey	Influencer Beneficiary Supporter	Capture of IT services experience	?? Email ?? Direct contact	Interest in experience IT reputation

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Supplier	Advisory	Areas of improvement which affect the supplier activity	?? Regular review meeting	Engagement in support processes Reinforcement of supplier relationship
Intranet presence	Beneficiary Supporter Advisory Participator	SMIP updates Key achievements and Output from meetings / workshops and successes	Intranet update	Progress on SMIP Keep team members informed Improve communication to organisation Improve co-operation for supporting initiatives
High level Business Unit IT Managers IT Business leads IT Services	Participator Advisory	Software releases	Change planning meeting minutes Email Summary email	Delivered CR / issues Agreed plan
Business Units	Advisory	Service affecting issues Service performance reporting	Meeting Email notification	Service Management updates Service performance
Supplier(s) other than main supplier	Advisory	Areas of improvement which affect the supplier activity	?? Regular review meeting	Engagement in support processes Reinforcement of supplier relationship
Service Manager	Advisory	Service affecting issues Updates on current projects / workload Business Unit specific activity	Email monthly update Action updates as required by deadline	Update on actions and activity Feedback to Business Units on operational management
IT Services Management Team	Advisory	Feedback from Service review meetings	Email	Actions and updates relating to service issues
Quarterly audit	Advisory			Content to be defined and agreed by Management

Communication templates

1. COMPANYWIDE COMMUNICATION

Content should reflect the nature of the communication i.e. press release style.
Covers important achievements supported by IT Services.

2. IT MANAGEMENT TEAM MEETING

Content reflects the requirement to update the meeting with progress on service management achievements and progress on service performance, project involvement and implementation, also personnel updates of a general nature.

Formal capture of a regular content should be agreed.

3. IT SERVICES MANAGEMENT MEETING

A standard agenda should form the basis of the communication output from this meeting, with each meeting minutes in line with the agenda.

STANDARD AGENDA:

- Action review (including update from Service Improvement Plan)
- Update from all Management team members including
 - o Achievements – service / performance / personnel
 - o Issues – service / performance / personnel
- Senior management team update
- Project updates – for example:
 - o Introduction of projects into the support environment
 - o Service Management Tool project update
 - o Integration of Business Units
- AOB

Short minutes should be provided as an update for all interested parties, including the wider community within IT Services. Detailed minutes should be stored as evidence of a formal service improvement management programme. Output from the meeting should also be used to inform the Senior Management team.

4. INDIVIDUAL SUPPORT GROUP

Team meeting should include the output from the IT Service Management meeting, and provide input in the same meeting.

FOR EXAMPLE:

- Achievements – service / performance / personnel
- Issues – service / performance / personnel
- Senior management team update
- Project updates – for example:
 - o Introduction of projects into the support environment
 - o Service Management Tool project update
 - o Integration of Business Units

5. SERVICE MANAGEMENT WORKSHOPS

All service management workshops should produce a specific and recognisable output, distributed to the participants. Updates on progress of the workshops and the consequent output of process documentation will be presented for agreement at the management meeting, and thereafter included on the central document management system.

THIS AGREEMENT COVERS:

- Hours of cover and contact details
- Expected performance and priorities
- Outline of incident handling processes and notifications
- Reporting and review periods
- Change control
- Management of Third Party Escalations
- Agreement Period