

# SERVICE MANAGEMENT'S

## contribution to Corporate Social Responsibility policy

With best practice guidance you can assist the organisation to contribute to the achievement of CSR without the need for additional frameworks and investments. So explains Karen Ferris, Keynote Speaker on Corporate Social Responsibility Policy and also director of the itSMF Australia Board of Management.

itSMF Australia is the user forum for Service Management professionals across all industry sectors and all shapes and sizes of organisation. Currently there are more than 2600 members freely sharing their knowledge and experience in collaboration to exchange ideas through special interest groups, seminars, publications, and of course, the National Conference.

Monday 23rd to Wednesday 25th August 2010 should be an entry in everyone's diary if they have anything to do with Service Management, as these are the dates of the 13th National Conference of itSMF Australia. It will be held at the new Melbourne Convention and Exhibition Centre and with its prestigious 6-Star Green Environmental rating the venue provides a perfect backdrop for my keynote presentation, and I am looking forward to speaking to the audience of over 500 executives.

This keynote will demonstrate how Service Management and existing "best practice" guidance can assist the CIO and organisation to

**"The combination of leadership and creative thinking will lead to innovative solutions to challenging problems."**

contribute to the achievement of their Corporate Social Responsibility (CSR) policy without the need for additional frameworks and investments.

The CSR policy is not just about the environment and sustainability, workers rights, and community contribution, albeit these are important elements, but now also includes accurate financial reporting, data integrity and security and the quality of life of the organisations employees.

The CSR agenda is therefore focused on three areas: environmental concerns, socioeconomic factors and people skills. There is a link between the three - and that is technology. This puts the CIO right in the middle of the organisations' CSR activities and achievement of associated targets and goals.

As businesses depend more and more on technology to promote and deliver their products to market, so the benefits of adopting "best practice" IT Service Management - and of joining the IT Service Management Forum - become more apparent.

The itSMF helps you and your staff address IT service management issues as well as achieve the delivery of high quality, consistent IT services internally and externally through the adoption of "best practice". Globally, the itSMF now boasts over 6,000 member companies, blue chip and public sector alike; covering in excess of 40,000 individuals spread over 52 Chapters.

Therefore the access to "Informed Intelligence" extends well



be'y'Q'lid.the boundaries of our shores to a global body of Service Management professionals.

I have been a member of itSMF Australia since its incorporation in 1998 and currently hold the position of Director on the National Board with responsibility for the Publications Portfolio. My continued involvement with itSMF Australia is a result of being able to "give back" to the industry, as well as having access to a body of thought leadership not available through any other forum.

This not-for-profit organisation is a prominent player in the on-going development and promotion of IT Service Management "best practice", standards and qualifications.

The value of the conference is not only access to industry vendors and suppliers and a vast network of like minded professionals, but also access to practical real-life case studies and examples of service management projects, implementations, improvements, presented warts and all, so that we can all learn from the experience of others.

This year the conference program is spread across three program streams (strategic, tactical and operational) and five sub-streams which focus on delivering cost effective IT services that benefit the business that it serves. The program will demonstrate how the combination of leadership and creative thinking will lead to innovative solutions to challenging problems.

1. LEADING BUSINESS will showcase the value proposition and achievements to be derived from a very strong leadership and management commitment to Business and IT Sustainability.

2. LEADING IT SUSTAINABILITY will design a recipe for business, financial and environmental sustainability using, for example, Quadruple Bottom Line Reporting.

3. LEADING PEOPLE will guide Executive, Senior Management and Leadership Team toward Business and IT Sustainability by using innovative, practical and cost effective IT applications to implement business strategies and plans.

4. LEADING GOVERNANCE will define the business value created for private and public sector organisations through the effective implementation of standards and best practice frameworks for the use of information management and technology.

5. LEADING PERFORMANCE will set new world benchmarks, raising standards to new heights in the measurement of technology using perhaps a Balance Score Card approach.

With a massive response to the call for speakers, the review board has an increasingly difficult task selecting the best of the best as the quality and content of the proposals increase along with the number of submissions.

There will also be an Industry Networking Challenge designed to stimulate controversy and conversation, which will be an exciting opportunity for discussion and debate at the conference. I can't wait for that one!

It will be great to be able to share with you how you can meet the challenges of supporting the CSR of your organisation.

With a growing list of over 30 sponsors and keynote speakers in place, the 2010 itSMF Australia National Conference is already positioned to be the most exciting, exhilarating and successful national event yet. I hope to see you all on August 23rd to August 25th.

Related articles and case studies on BDStrategy.com.autoday include:

- Tony Baer on Managing the Application lifecycle
- Benchmarking: the perfect weapon in a recession?



Karen has been involved with ITIL and ITSM Best Practice since 1994 and has assisted many organisations to adopt Best Practice IT Service Management. In 2007 Karen was awarded the inaugural Service Management Champion Award for her contribution to the industry.

**PUT IT IN THE DIARY: 23RD-25TH AUGUST 2010 - ITSMF AUSTRALIA NATIONAL CONFERENCE**

Details of the conference and how to register can be accessed at the itSMF Australia website at [www.itsmf.org.au](http://www.itsmf.org.au).