

# Service Catalog in 3s



**3 workshops** for your leadership team

over the course of

**3 months** elapsed time

requiring (with homework assignments)

**3 weeks** of leaders' time

... and you'll have not only **a clear, customer-focused catalog**, but also deep **understanding and support** throughout your entrepreneurial leadership team.



Dean Meyer is one of the original proponents of running organizations within companies as a business, and has implemented it in corporate, government, and non-profit organizations through culture, organizational structure, and resource-governance processes based on market economics.

He has guided dozens of organizations through the process of defining pragmatic service catalogs, and applied them in service cost models and governance processes.

## Benefits of a service catalog:

1. **Perception of value:** a language for dialog with the business of their needs and your organization's contributions, in terms that describe what value internal customers get from you.
2. **Commitments:** a framework to form precise commitments which define your organization's accountabilities - to the business, and leaders to one another.
3. **Governance:** a basis for assigning all costs to your products and services, for Investment-based Budgeting (a budget for what you propose to sell, not just what you want to spend) and for portfolio management.
4. **Culture:** clear individual accountabilities for results, customer focus, entrepreneurship, and cross-boundary teamwork.

## MONTH ONE:

### Workshop 1 — 3 days:

- Discussion: Why do we need a service catalog? Consensus on the "why" is needed to motivate the leadership team to participate.
- Workshop: Deconstruct your organization chart into the lines of business under each leader, using the industry-leading *Structural Cybernetics* framework. Knowing what business(es) you're in is prerequisite to defining a service catalog.
- Training: How to define the products and services that go into a catalog, with clear, documented principles drawn from the *FullCost* process.
- Discussion: Agree on scope, granularity, and what's to be documented for each catalog item.
- Prime the pump: Examples and templates from each of the lines of business within the organization.

### Homework — 3 days of work over the course of 3 weeks:

Leaders draft catalogs for each line of business under them.

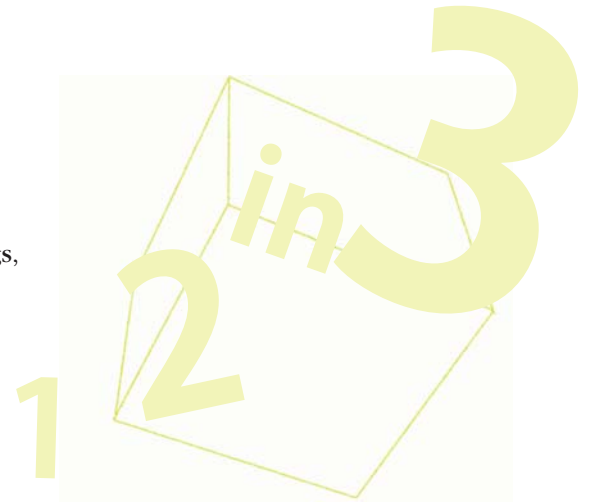
## MONTH TWO:

### Workshop 2 — 3 days:

- Coaching: One-on-one reviews with each leader on their draft catalogs, with detailed problem-solving and suggestions.

### Homework — 3 days of work over the course of 3 weeks:

Leaders finalize catalogs for each line of business under them, and coordinate with one-another where language is to be commonized.



## MONTH THREE:

### Workshop 3 — 3 days:

- Workshop: Leaders present their catalogs to the leadership team and get feedback on readability, granularity, gaps and overlaps.
- Discussion: Sample "walk-throughs" take a project or service from start to finish using the catalogs. Who's the "prime contractor"? What subcontracts from team members are needed (using the catalogs)?
- Discussion: What's next? Map all costs to the catalog? Launch the practice of documenting clear "contracts" (commitments) with the business? Use walk-throughs to clarify accountabilities within teams? To get the benefits of a catalog, leaders agree on exactly what they're going to do with it.

### Homework:

- Leaders make final adjustments to their catalogs.
- The project team consolidates and publishes the catalog.
- And together, they prepare for next steps to make use of the catalog.

Schedule a complimentary telephone consultation by calling 203-431-0029.

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