

Kant & Kano

James Finister

Kant



Categorical Imperative

The Angel

- Perfect knowledge
- Wholly rational
- Always right
- Always ethical

Always Insufferbale

Dr Martin Goble



Kano

Must Be

Time to Answer

One Dimensional

Communication

Attractive

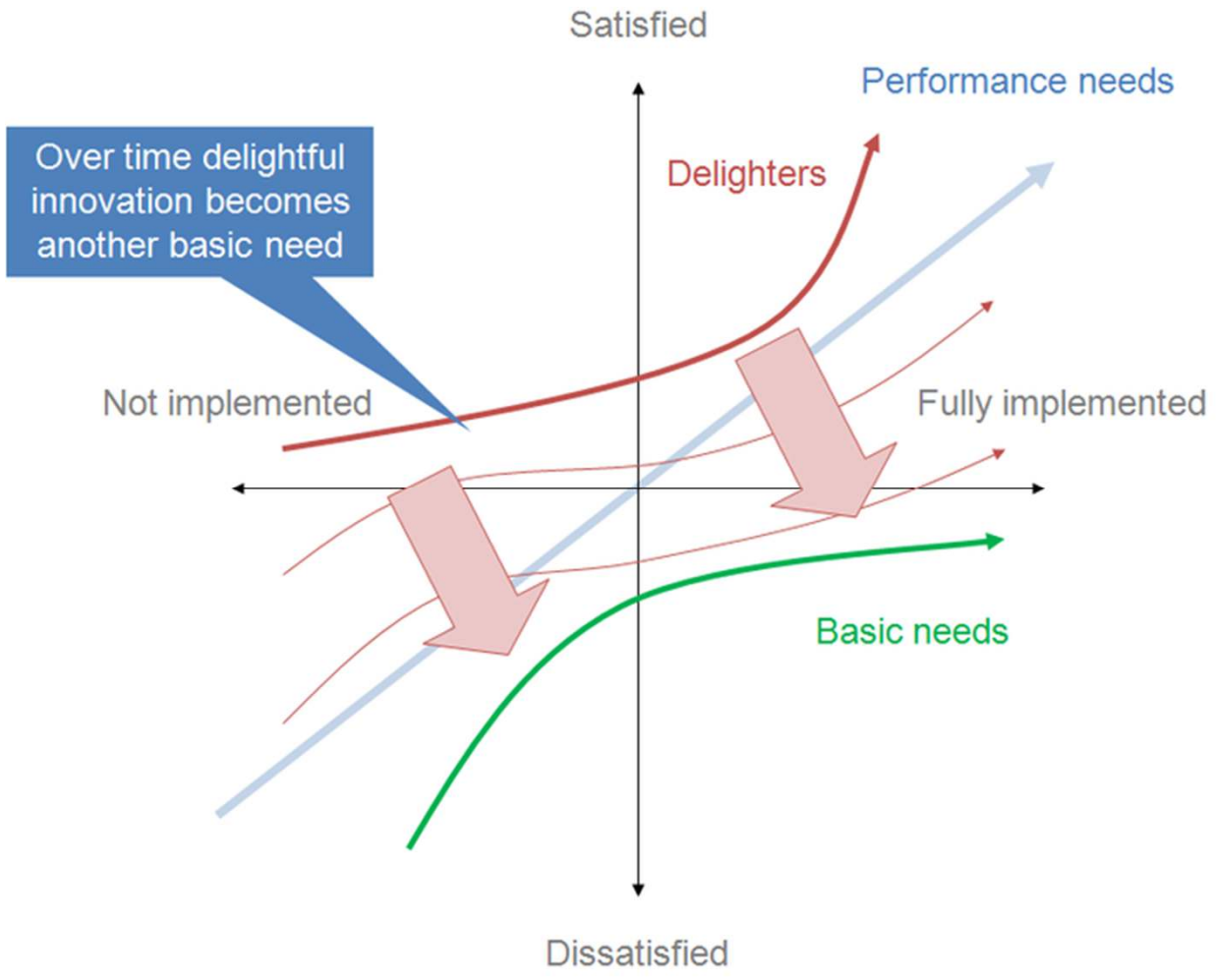
Post incident follow up

Indifferent

Who cares?

Reverse

Jargon



Typical ITSM Improvements

- Focus on the Attractive we are still failing on the Must Bes
- Over improve the One Dimensionals
- Or address the Indifferents

What Would Kant Do?

Test Your Assumptions
Ignore Low Hanging Fruit
Check Your Progress against
Outcomes
Don't mistake ITIL for Perfect
Knowledge