



PROFESSIONAL  
**SERVICE**  
MANAGEMENT  
FRAMEWORK



**An overview for member organisations**

# PSMF: professionalism in service management

The Professional Service Management Framework (PSMF) offers a new way to encourage personal and professional development in service management. The framework of 42 competency areas – outlined below – helps organisations and individuals to identify and foster the skills needed in today's service management environment. That includes not just the core technical capabilities which are well understood but the interpersonal, business, and leadership skills that are increasingly in demand.

 Your organisation & marketplace	 IT/technical knowledge	 Core ITSM practice areas	 Interpersonal/relationship skills	 Self-management & leadership skills	 General business & management skills
This category focuses on the service management professionals knowledge of their organisation, both internally in terms of structure and strategy and externally, with regards to the marketplace and industries in which their organisation competes.	This category concentrates on the service management professionals wider understanding of IT and the IT industry, including emerging technologies and trends, in addition to their technical knowledge regarding specific technologies, products and services.	This category covers the key core process/practice areas (elements) that make up ITSM as an overall function.	This category focuses on the service management professionals soft skills and competencies in relation to their relationships with and working with colleagues and external contacts	This category is intended to cover the service management professionals key personal qualities and abilities which give them the ability to lead others.	This category covers a wider range of supplementary/ancillary business & management skills of which some skill/ knowledge/ experience would be beneficial to a service management professional.

## Key Knowledge and Skills

Organisational structure	Technologies	Plan	Communication skills	Confidence, drive & assertiveness	Organisational change/development
Corporate/business strategy	Products/services/applications	Design	Empathy and getting on with different personalities	Strategic & creative thinking	Project/programme management
Marketplace/external trends	Standards/codes/regulations	Build/deploy	Influencing & persuading	Problem-solving/decision-making	Business report writing & case/proposal making
Competitors	IT frameworks, models, processes & methodologies	Deliver	Negotiation	Motivation & team building	Social media/marketing comms
Customers	Emerging technologies & trends	Organise/motivate	Collaboration	Coaching & performance management	Financial analysis & planning
Product/service portfolio	Vendors/suppliers	Integrate	Facilitation & consulting	Strategic planning	Marketing strategy
Governance	Software/data/asset management	Control	Relationship handling/development	Change planning & management	Contract/commercial law



[www.itsmf.co.uk](http://www.itsmf.co.uk)

## 1. PSMF Membership and the PSMF Global scorecard

PSMF provides detailed descriptions and learning and development guides for 42 areas of competency in service management. Over time these resources will link to information, relevant courses from partner organisations, and hints and tips to help you develop the skills of your service management team.

Our new digital scorecard, PSMF Global ([psmf.global](http://psmf.global)), allows service management practitioners to map their own skills and strengths against the competencies in PSMF. Each individual can create a scorecard profile and start to collect endorsements from their managers and colleagues, as well as from special interest groups within itSMF UK. They can also take their scorecard with them if they move on to a new role.

And with our new PSMF Membership, available to all itSMF UK members as a free upgrade, your organisation can participate fully in PSMF Global. The enterprise itself will gain access to a network of employees and contacts, monitoring and managing staff development and identifying hot spots and skills gaps. This is just one of a number of benefits that PSMF members will be able to enjoy – so why not sign up for PSMF Membership today?

**For more information on PSMF Membership and the PSMF Global scorecard, please visit [www.itsmf.co.uk/psmf](http://www.itsmf.co.uk/psmf)**



## 2. Become a Verified Partner and give credit where it's due

PSMF membership also offers an opportunity to become a Verified Partner. What this means is that itSMF UK will work with your team to review and endorse the systems you use for assessing the performance and competency of your service management practitioners. We'll look at areas such as your integrated management system; service management policy and processes; top management commitment; and leadership accountability and responsibility.

Once we've completed this review, seen how your processes work, and agreed any course of action with regard to gaps or other areas requiring attention, we'll be able to endorse your organisation as a PSMF Verified Partner.



For more information on PSMF Verified Partner status, please contact 0118 918 6500 or email [psmf@itsmf.co.uk](mailto:psmf@itsmf.co.uk)

## 3. Verified Partners and PSMF credits

Anyone can nominate an individual for endorsements within the PSMF scheme, but they are particularly valuable when they are used as part of your corporate appraisal process. They indicate that the individual in question has met or exceeded a particular goal, developed a new competency, or succeeded in some other respect relevant to their work role or broader life skills – either core ITSM competencies or the 'softer' skills that are equally important to career development. The individual is recognised against the PSMF framework for demonstrating competency at one of two levels, associate or professional.

If the endorsement comes from a Verified Partner – for example a manager within a Verified Partner organisation or the chair of a recognised special interest group – the endorsements will receive accreditation from itSMF UK, and the individual will gain credits on their scorecard. Four or more credits in the same competency area and they will receive a digital badge for that area of expertise.



## 4. Benefits for the organisation and the individual

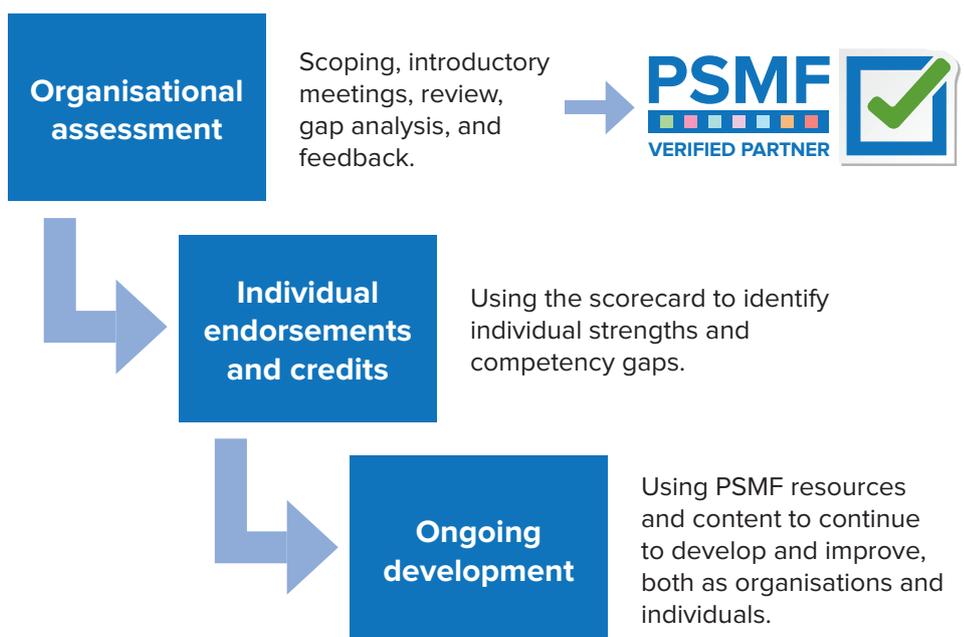
With PSMF, you benefit as an organisation by demonstrating your commitment to your team and their future growth and development, and by helping to establish service management as a genuine profession.

For the individuals in your team, PSMF offers an ever growing source of information and reference, coupled with an on-going, transferable accreditation scheme that embraces both core technical skills and a whole range of new management and business-focused competencies.



### One other thing...

As we gather more information on the many varied service management roles and career paths, and the steps that our professionals have taken along the way, we'll be creating a unique picture of what the service management industry really looks like, and what options are available to those who choose to work in it. This is a truly valuable resource, but it can only be achieved with the combined commitment of our members, partners and associates, together making PSMF a framework for the industry.



### Interested?

Contact us to arrange a discussion on how your organisation can make the best use of PSMF, through PSMF Membership or by becoming a Verified Partner.

Phone 0118 918 6500 or go to [www.itsmf.co.uk/psmf](http://www.itsmf.co.uk/psmf)