

## New Joint Venture eBulletin

Issue 1 – 13 May 2013

Welcome to this first edition of our regular eBulletin designed to keep you informed during the transition of the Best Management Practice portfolio, including ITIL®, and PRINCE2® products, to a new joint venture company that will be co-owned by the UK Government and Capita, the UK's leading provider of BPO and integrated professional support service solutions.

We recognise that the recent tendering process has generated some uncertainty in the market. We therefore want to be open and engage with all current users as we set up this new company, transfer the products to the new arrangements and then, most importantly, help to underpin the growth of strong and vibrant practitioner communities.

This is the first step towards an open engagement with the community to help shape the future of these products. We have some ideas of our own, but we also want to hear your thoughts so that we can serve the community in the best possible way.

We have been listening carefully to community conversations since the announcement of the new joint venture, and we will be attending a number of conferences to listen more, the first of which is the Knowledge 13 conference in Las Vegas. The main points raised so far are addressed below and we have included some more detailed FAQs at the close of this bulletin.

We hope this helps to answer some of your immediate questions, and we look forward to working with you.

### What is the role of the new company?

We recognise there is a need to take a fresh approach to both content and delivery of the Best Management Practice products so that they do not get left behind.

We also want to ensure that the Best Management Practice is a true reflection of the best ideas of the community.

The new company's role will therefore be to support the development of independent communities of practice, orchestrating expert and user-generated product development activities and investing in new product formats and platforms to make it easier to spread the take-up of these products worldwide. This is about co-ordination, rather than control.

It is also the new company's role to ensure that the standard of the Best Management Practice qualifications remains high, and that the quality of the products is maintained. We envisage creating a global approach to benchmarking the delivery of our products, driven by systematic assessments by practitioners and the organisations that they work

for, ensuring that the value of the products is maintained and enhanced

To do this, the company will invest heavily in developing new digital platforms, new content and new product formats. Of course the company will look for a return on its investment, but the success of the new company will be driven by the growth of the communities of practice within which it works.

### What does that mean for the Best Management Practice products?

First, we recognise that there has been a significant shift in the way in which people learn over the last decade. Whilst there is still a place for traditional methods, practitioners in the 21<sup>st</sup> century demand the ability to learn at the time, place and style of their choosing. Increasingly, we see a shift from 'learning by listening' to 'learning by doing', underpinned by the increase in modular approaches to learning, plus simulations and other experiential learning techniques.

To enable this, the new company will invest in a range of digital platforms to support the remote delivery of content and supporting materials. Digital learning materials will be developed by the new organisation and offered through the current network of associated training organisations. These will include blended learning materials, mobile formats, ITIL & PPM simulations, practical case study materials and multi-media digital content.

We will also develop a digital portal to underpin the development of practitioner communities for each product portfolio. There is a huge opportunity to extend the engagement of practitioners beyond the 'training course, book and exam' approach to develop a vibrant community of users who are actively involved in continual development of the products, including social media and user-generated content, and who are continuously updated on the latest from Best Management Practice.

Finally, we plan to look beyond the products themselves to understand and improve the focus on the value the products can add to the businesses and organisations that use them. The true test of Best Management Practice is that your projects are consistently well delivered and completed to time and budget, not the framework you use. Equally, the issue for many IT Service Management [ITSM] users is how they improve their service management, and ITIL is simply one tool to help them do that. This will mean an increased engagement with individual practitioners and the employers they work for, to really understand how to maximise the value to their business.

Or to look at it another way, we have identified five routes to driving take-up of products and growth of the community:

- Growing international markets, such as targeting emerging economies in South America and Asia
- Investing in existing products, including digital platforms, integration with other frameworks and approaches e.g. Agile, DevOps, USMBOK and increased links to education institutions
- Developing new Best Management Practice products in new areas such as business process management and design.
- Building an online community of practitioners, providing continuous updates, user-generated content and tailored/localised information through a social and highly collaborative platform
- Targeting major employers and industry players, offering multi-national solutions delivered through the international Examination Institute / Accredited Training organisation [EI/ATO] network

## How do you plan to engage with the industry?

Given that our proposed role is to support and develop practitioner communities, it is essential that we engage with all community stakeholders and listen to what they say. We have some ideas of our own but we strongly believe that the vast pool of untapped expertise is in the EI/ATO and practitioner community.

We have made a start on this consultation, while we are still in the process of forming and setting up the new company.

Over the next few months we will engage with a wide range of community stakeholders in a programme that will include:

- Meetings and workshops
- Attendance at conferences and events
- Research surveys and product co-development activities

We will also be setting up a dedicated Twitter feed and LinkedIn account, as we are keen to engage in conversation with you all.

So please bear with us while we get set up

## So what happens next?

We are currently in the process of setting up the company, appointing the management team and speaking with key industry players.

Our current plan is that the new joint venture company will be launched in July of this year, by which time we expect to have a new name.

In the meantime, all current arrangements for training, examination, accreditation and publishing will remain unchanged.

We will be issuing regular updates via the Best Management Practice website <http://www.best-management-practice.com> and further communication channels will follow. You can also ask specific queries and ensure you are on the distribution list for future issues of this eBulletin by contacting us on at [ask@swirlenquiries.com](mailto:ask@swirlenquiries.com)

### In The Next eBulletin

Meeting the new company Chief Executive

Feedback from Knowledge 13 in Las Vegas

Highlights from our practitioner research so far

# Frequently Asked Questions

## **What are the aims of the new joint venture company and how will this work?**

The new joint venture will inherit the existing portfolio of Best Management Practice products from the Cabinet Office. We will invest to develop this intellectual property (IP) in existing and new markets. Our aim is to modernise and extend the portfolio and to grow the international market for the benefit of the communities we support.

## **What does this change mean for the current Best Management Practice Examination Institute and Accredited Training Organisations?**

The current providers have played a critical role in the success of the Best Management Practice portfolio, and we intend for this to continue. We will engage with Examination Institutes and Accredited Training Organisations to identify and address current issues and ideas to enhance the portfolio of products. In addition, we will consult with product users including practitioners, vendors, contributors and major employers.

## **What does this change mean for Examination Institutes?**

The current providers will continue to run the examination process until the end of 2013, and there will be no immediate change to your arrangements.

The new company will take over the role of official accreditor from APMG in 2014. The arrangements for Examination Institutes are still to be confirmed, but any changes to the current structure this year will be minimal. It is our current working assumption that new company will become the sole Examination Institute for PPM and will not be an Examination Institute for ITIL.

## **What will this mean for Accredited Training Organisations (ATO) or Accredited Consultancy Organisations (ACO)?**

The current providers will continue to run the examination process until the end of 2013, and there will be no immediate change to your arrangements.

The new joint venture company plans to invest significantly in product development to support a growing market in the provision of PPM, ITIL and other Best Management Practice products, all delivered by the ATO network. Through this investment, the new company will provide ATOs with access to a strengthened portfolio and opportunities to sustain and grow their existing business.

## **How will the changes affect ITIL examiners?**

APMG will continue to run the examination process until the end of the year, and there will be no immediate change to your arrangements. The joint venture company plan to maintain the existing network of examiners in 2014 – further details will be provided later in 2013.

## **What will happen to the validity of existing practitioner qualifications for ITIL and PRINCE2?**

The registration of a practitioners ITIL and PRINCE2 qualifications will transfer from APMG to the joint venture company and will be valid for the same period of time as before.

There are no plans to develop a new qualification to compete with PRINCE2. In fact, we aim to increase the relevance, quality and status of the qualifications.

## **How does this relate to Capita's own training business and the recent acquisition of G2G3?**

It should be emphasised that the new company will be a joint venture and will be managed entirely separately from Capita's other businesses, with a separate Board and governance.

Capita's training business will therefore be managed at arms length from the new joint venture. There is no plan to use the new company to compete with existing training providers – the role of the new company will be to support

G2G3 will also be managed as a separate stand-alone business from the new joint venture company, but will be an integral part of the delivery, bringing a specific expertise in simulation and game-based learning to support the new company's product development activities. These products will be provided through the existing ATO network to support transition to a new and improved high-quality learning approach for ITIL, PRINCE2 and other related products.

## **How do I keep up to date with changes to the Best Management Practice products?**

We will provide monthly progress updates at the Best Management Practice website <http://www.best-management-practice.com>, and further communication channels will follow. You can also ask specific queries and ensure you are on the distribution list for future issues of this eBulletin by contacting us on at [ask@swirlenquiries.com](mailto:ask@swirlenquiries.com)

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