



# Skills Update

*Skills Update is  
the newsletter of  
the SFIA Foundation*

## ! SFIA Available in Spanish !



*Segacy's Oskam:  
building change on  
SFIA.*

Segacy has become the SFIA Foundation's first accredited partner in South America. Based in Santiago, Chile, Segacy is a consultancy specialising in change management and capability development, especially in IT.

The collaboration between The SFIA Foundation and Segacy has produced a Spanish version of SFIA, available from the Spanish SFIA web site: [www.sfia.cl](http://www.sfia.cl)

Aarnoudt Oskam, Managing Partner of Segacy, said: "We see SFIA as a key component in the management of individual capability, and hence organisational capability.

"A strength of SFIA is that it concentrates purely on professional skills – it does not overlap with frameworks addressing other areas. We look forward to providing local support to users of

SFIA in Chile and other countries in South America."

Ron McLaren, Operations Manager of The SFIA Foundation, said: "there are over 330 million native speakers of Spanish in the world – a very large number of them in South America. We are delighted to have come to a Partnership agreement with Segacy Ltda."

## Service Managers switching on to SFIA



The SFIA Foundation stand at the itSMF conference on November 9<sup>th</sup> & 10<sup>th</sup> was staffed by three SFIA Consultants – Hillary Taylor, John Godsell and Peter Leather, and Ron McLaren.

IT Service Management professionals are showing a lot of interest in SFIA – there were plenty of serious visitors to the stand and three conference sessions on SFIA.

Key areas of interest in relation to SFIA were: ITIL processes and process roles; service strategy, workforce planning, resourcing & talent management; and

professional profiles.

Governance was also a hot spot: Peter Leather commented "there is no doubt that use of SFIA can support increased CobiT maturity levels and maturity attributes; it would also underpin CobiT's Manage IT Human Resources process. This is an important area."

Anyone with views on this or other topics relating to SFIA can contact Peter or the other consultants.

Details at:  
<http://www.sfia.org.uk/cgi-bin/wms.pl/674>.



*Rob Willock of CELRE: full translation to SFIA.*

## Salary data keeps remuneration on track

XpertHR Job Pricing (powered by CELRE) has been collecting data for its latest [IT Staff salary survey](#).

Rob Willock, general manager of XpertHR Job Pricing and a SFIA Council member, says: “XpertHR Job Pricing conducts the UK’s largest, longest-running and most respected research programme specialising in IT

staff remuneration. It is also the only IT salary survey that can offer a full translation of job levels, functions and key skills to the SFIA Framework, which means that participants can benchmark the pay and benefits of their IT staff against truly comparable market data.”

Survey results are only available to organisations that

participate in the survey.

For more information, to participate or to book a demonstration of XpertHR Job Pricing, e-mail your contact details to [jobpricing@xperthr.co.uk](mailto:jobpricing@xperthr.co.uk) or call 020 8652 4653 quoting SFIA02.

## Recruiter recruited

IT&T recruitment specialists, Elan Computing became a SFIA Accredited Partner this year, offering Permanent, Contract, Executive Search and Interim recruitment in the UK and mainland Europe.

Ron McLaren, SFIA Operations Manager said: “Recruitment companies are driven by clients’ needs: their support for SFIA is indicative

of the popularity of SFIA in their markets.”

Within public and private sectors including health, public services, defence, finance and telco, Elan recruits people ranging from technical IT specialists to board level appointments.

Alexandra Ingham, Elan’s SFIA Relationship Manager

said “Elan values the opportunity to partner with the SFIA Foundation. We are passionate about SFIA, its aims as a Foundation and the contribution it can make in the attraction, selection and retention of key talent for our clients”.

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## User Forum is airborne

The SFIA Forum is proving to be a useful meeting place for users of SFIA to swap experiences and advice. Russell Cosway, IS Programme Manager at Cornwall Council, is Chairman of the User Forum and sits on the SFIA Council. Russell remembered that the Forum was slow to get going at first:

“At the beginning it was all questions and not many answers” he said. “But after a while we built up momentum, and we now have

contributions from around the world.”

Peter Leather of Exceptional Performance Ltd, has contributed much to the Forum in terms of its understanding of users’ needs, and in the structure of the web site. Peter said: “we now have nearly 400 members; although the UK, USA and Australia predominate, we have useful contributions from 39 other countries, so this has now taken off.”

### SFIA Courses

The next ‘Understanding SFIA’ courses are on:

January 19th  
February 23rd  
March 23rd

Public courses run at 1 Castle Lane, Victoria, London, SW1E 6DR.

For information, and to book, visit:

[www.sfia.org.uk/cgi-bin/wms.pl/680](http://www.sfia.org.uk/cgi-bin/wms.pl/680)



*Cosway: getting answers now*

### Australasian Societies adopt SFIA

This year the Australian Computer Society and the New Zealand Computer Society have become SFIA accredited partners.

Part of the role of a professional association is to provide ways for its members to develop their knowledge and raise their status within the industry. As part of that agenda, the ACS has been working on a range of pathways to enable members at all levels to progress to Computer Professional (CP) status. The Society uses SFIA as the framework for the assessment of ACS Computer Professionals, with entry to CP status set at SFIA level 5.

Bob Hart, General Manager of ACS, said “Using SFIA made a lot of sense: not only does it suit our purpose, but a growing number of employers in Australia are adopting SFIA: that linkage is an important consideration for a practically-based Society like the ACS.”

Paul Matthews, Chief Executive of New Zealand Computer Society takes the same view. NZCS also use SFIA as the basis for professional certification of IT professionals. Said Matthews: “we chose SFIA because of its comprehensive and inclusive nature. It covers the entire realm of IT skills utilised today’s society,

plus well defined competence and responsibility levels.”

Official training support for SFIA is now available from Rob Sewell, the Foundation’s antipodean training partner. Rob is based in New Zealand, but can make the trip to Australia until there is a training partner established there.

[SFIA@icdi.co.nz](mailto:SFIA@icdi.co.nz)



*Matthews: SFIA is inclusive*

### SFIA key to transformation

Vicki Shillington, lead of the “Professionalising IT” solution area at Qedis, reports that the consultancy is focussing on the success of CIOs and their transformation agendas.

Qedis is using SFIA and best practice templates in their unique proven methodology to optimise the performance of an IT organisation.

Vicki observes, “What we’re noticing across various public and private sector organisations, is a drive to transform the IT function – and SFIA is at the heart of it all.”

Vicki sees the IT functions in numerous media, retail, gaming and government clients, fast tracking the implementation of their IT skills development agenda by reusing best practice frameworks such as SFIA.

Asked what are the key areas in transformation projects, Vicki replies: “Leadership team development during the change journey; and using SFIA to bring together the new organisation design and operating model so that staff understand how they work together. It is also important to complement SFIA with

core business and behavioural skills to form an all encompassing competency model and career development framework so that staff have clarity over their progression opportunities. Then, of course, you will use SFIA-based role profiles to recruit and develop the right skills and capabilities.”

Ron McLaren notes: “it is good to see that so many users and consultancies fully understand that SFIA is a component of capability management, and not a panacea.”



*Shillington: transformation agenda*

### Italian Partnership



*Sottini: SFIA critical to service management*

iCONS - Innovative Consulting has become The SFIA Foundation's first partner in Italy.

Based in Seregno, Milan, and with an office in Rome,

iCONS – Innovative Consulting – is a management and organisational consulting company that brings innovation to companies through high-profile IT consulting activities. With industry-specific experience

in areas such as Retail Fashion, and substantial Service Management expertise, the company is well aware of the need for focussed skills.

CEO, Maxime Sottini, said: "With the growing maturity of IT Service Management in our country, the awareness of the importance of people as the critical factor to run successful ITSM initiatives, is increasing too.

"In this context the optimal

management of professional skills is key. This demands a common, standardised approach to define, describe and measure skills, a necessity which SFIA really helps to satisfy.

"I'm looking forward to hearing the experiences of others at the SFIA Conference."



*SFIA Foundation  
Operations Manager  
Ron McLaren*

### Spreading the word

In this year it was beyond doubt that SFIA had become a success around the world. We signed up Partners who operate or are based in Germany (Compass), Italy (Innovative-Consulting), and Chile (Segacy). The latter is the first of Phase 2 of our localisation projects. It brings us Spanish versions of SFIA and the SFIA web site.

Trained consultants are of course an important source of assistance, helping to spread the word. Recently-accredited are: Sylvia Kershaw, Jan McDonald, Andy Thomson, Neville Armstrong, Ian Henderson, Rob Sewell, Keith Baldwin, Jeff Lawrence and Trevor Morris. Welcome!

We are also seeing a quiet breakthrough in Education. Plymouth University has made use of SFIA to help their students understand their futures in terms of professional skills (you can see a case study on our web site). Also, Susan Bailey, noted and active member of itSMF, has incorporated SFIA into the curriculum at Northampton Business School, where she is Principal Lecturer and Field Chair of IS. Susan thinks of this as "curriculum to career".

If linkage between education, training and work is of interest to you, you had better hurry along to the SFIA conference and hear what Niall Daly of e-Skills UK has to say. See you there! 2 December 2009 – details at [www.sfia.org.uk/cgi-bin/wms.pl/2174](http://www.sfia.org.uk/cgi-bin/wms.pl/2174)



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